

BRACH

UN STYLE DE VIE À PARIS



POP-UP
ROSA CADAQUÉS
CREATION OF
DRIED FLOWERS

from October 15 to November 15

PRESS RELEASE
OCTOBER 2020



From October 15 to November 15, 2020, Brach is pleased to welcome Rosa Cadaqués, an artisanal dried flower boutique, for a new pop-up store.

Rosa Cadaqués brings the sunshine of the Costa Brava to Brach, a place of culture with a Mediterranean identity. With a positive approach, this young company raises awareness about respectful and sustainable consumption through its dried flower bouquet designs, infused with a burst of energy and light from the town of Cadaqués.

You'll find this pop-up in Brach's entrance area from October 15 to November 15.

Brach highlights all kinds of creativity. From Giorgia Viola (September 30-October 6) to Rosa Cadaqués (October 15-November 15) to Louis Vuitton (November 16-January 18), Brach's pop-up stores come into being as we encounter fascinating creators. Find the full schedule at Brach's website.

brachparis.com
@brachparis



ABOUT BRACH

Brach is the first Evok hotel offering a laid-back lifestyle.

Located at the heart of Paris 16th arrondissement, Brach is a unique and luxurious place. The hotel offers an immersive and inspiring experience for visitors discovering the French capital, and a new vision of neighbourhood life for locals and regulars.

A surface area of 7000 m² where free rein was given to the visionary imagination of designer Philippe Starck. Architecture of the 1930s meets modernism and something of Bauhaus, of Dada and the Surrealists. Warm colours have been combined with natural and raw materials including wood, leather, concrete, glass, marble and metal. With its 59 rooms and suites, terraces and rooftop garden with breathtaking views over the rooftops of Paris and the Eiffel Tower, Brach is a cosmopolitan and surprising living space. With its swimming pools, sports club, bar, restaurant, grocery store and pastry shop, Brach is a place of culture for living well and meeting people from morning to night. Intimate and open at the same time, Brach is a combination of contrasts and opposites that complement each other without ever clashing.

A living patchwork that is both surprising and sympathetic.

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