

# BRACH

UN STYLE DE VIE À PARIS

## LOUIS VUITTON POP-UP BOOKSTORE AT BRACH PARIS

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#### ABOUT LOUIS VUITTON EDITIONS

A pioneer in the field, Louis Vuitton has been publishing its own books for over twenty years. Its catalogue, which now contains over 100 titles, offers three collections about travel, art and fashion: the urban City Guide collection, the Travel Book artist sketchbooks, and the Fashion Eye photography books. Éditions Louis Vuitton also collaborates on a series of books with international publishing houses and creates limited edition, signed and numbered artists' books.

In 1998, Louis Vuitton brought its nomadic nature to its City Guide collection to offer a selection of addresses – as cutting edge as they are subjective – in thirty cities around the world. Each is interpreted and explained by an independent author or journalist and guest contributors from different domains, including architects, art dealers, actors and artists.

#### ABOUT BRACH

Brach is the first Evok hotel offering a laid-back lifestyle. Located at the heart of Paris' 16<sup>th</sup> 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 m<sup>2</sup> 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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