



**EVOK**

EVOK REINVENTS ITSELF  
AND REOPENS ITS HOTELS  
ON MAY 25<sup>th</sup>.



PRESS RELEASE  
MAY 2020

## EVOK REOPENS ITS HOTELS.

An exceptional hotel must get noticed, must stay in your mind, in order to stand out. This is Evok's bold approach: always going off the beaten path. This is a responsible and committed reopening, which is specially adapted to this new situation at each Evok hotel.

Determined to forge ahead, Evok has designed a new kind of hospitality, and will receive guests in its hotels starting on May 25. While waiting for the official reopening of its restaurants and bars, Evok offers many varieties of food baskets to go and the menus of its four restaurants are available through Evok@home. To relax or indulge, the spas are open. The barber at Brach is also available by appointment. Plus, at Brach there is access to outdoor sports classes in small groups (until the Sports Club can reopen).

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## EVERY LIFESTYLE HAS ITS STYLE OF LUXURY, AND EVERY STYLE OF LUXURY HAS ITS STYLE FOR REOPENING.

The elegance and difference of Evok are expressed in a selection of offers that are in harmony with the style of luxury that is specific to each hotel: a detail, a special service, a sidecar tour, a private class in etiquette, an itinerary for night owls, a dedicated personal shopper in an iconic department store, the unique view from a room, an exciting happening, an elegant dinner...

Basically, Nolinski is classic French, Brach is relaxed, Sinner is hip, and Cour des Vosges is exclusive.





## NOLINSKI PARIS

The embodiment of French refinement and art de vivre, Nolinski brings back a focus on the elegance of discreet luxury with (re)discoveries of Paris and lessons in manners and etiquette.

### CHAUMET & NOLINSKI

Maison Chaumet invites you to discover its historic mansion at 12 Vendôme. To celebrate its 240th anniversary, the Maison splendidly celebrates its historic mansion at n° 12, in the heart of this iconic location for Parisian jewelry. Combining tradition and modernity, this redesigned location brings out the best in a store that resembles an extraordinary Paris apartment. It also celebrates culture and heritage, represented in its grands salons, and especially the Salon Chopin, which is listed as a historical monument. An exclusive, private experience will let you discover the new setting of the Maison Chaumet and its newest jewelry creations. This exceptionally refined day ends with two La Colline treatments at the Nolinski Spa.

Starting at €1200 per night  
Deluxe room  
Nolinski breakfast included  
VIP service  
2 La Colline treatments  
Exclusive tour of the  
Maison Chaumet mansion.

### SIDE CAR TOUR

Paris is full of wonders that are known throughout the world. Yet the city still has unknown treasures and quirky places which, through their mystery or uniqueness, represent a different, hidden side of Paris. One or two people can experience all the charms of Paris in a one-and-a-half-hour sidecar tour, driven by one of the Gentlemen Siders of Retro-Tour, who will share the Parisian art de vivre with you. These lovers of vintage motorcycles, who are globetrotters and inveterate travelers, will show you the best of Paris. Authenticity, humor, communication, and friendliness are their guiding theme.

Starting at €630 per night  
Classic room  
Nolinski breakfast included  
VIP service  
One and a half hour sidecar tour

### FRENCH ETIQUETTE

With lots of congeniality, the French Etiquette and art de vivre trainers of Aristocodes will show you all the nuances of the "French Touch." In particular, this workshop will let you in on the art of meals, conversation, manners, and politeness as well as the attitude to adopt in all situations, for elegance can become a true communication tool. These tips can be tested out at a gourmet dinner at the Restaurant du Palais Royal. The great skill of Aristocodes lies in making the codes of politeness accessible by demystifying them, explaining their meaning, and adapting them to modern life.

Starting at €1250 per night  
Deluxe room  
Nolinski breakfast included  
VIP service  
Dinner for two (not including drinks) at the Restaurant du Palais Royal (1\* Michelin)  
One and a half hour class in French Etiquette





# BRACH

UN STYLE DE VIE À PARIS

Outdoor spaces, luxurious terraces, a rooftop with an unbeatable view over the rooftops of Paris, with the Eiffel Tower right there. It's a mélange that's full of life, surprising, and gracious.

## LE BON MARCHÉ RIVE GAUCHE & BRACH

In May, 2019, Le Bon Marché Rive Gauche launched its new Salons Particuliers dedicated to Stylist and Personal Shopping services. In this setting with a refined décor, Le Bon Marché uses its expertise to help you find the perfect outfit, whether it's for a special event, a unique gift, or just for everyday life. Nothing can compare to the eye of a professional to perceive your personality, identify your perfect look, and choose outfits to bring it to life. This subtle process, which requires time and thought, will take place in the comfort of salons furnished with collector's pieces filled with natural light: a truly living place, full of history, as the founder's offices Marguerite & Aristide Boucicault, use to be.

Starting at €880 per night

Deluxe room

Brach breakfast included

VIP service

Two hours with a private stylist in the salons particuliers at the Bon Marché Rive Gauche for 2 (private transportation included)

## LET'S GET A PICTURE!

For a special souvenir of your stay, take home an original color or black and white photo of your children, you and your loved one, or you and your friends. You will leave with a 30x45 cm print as well as a selection of 10 great photos and a photomontage. Brach offers you great photo locations: the lobby, the terrace, the kitchen garden, etc.

Starting at €990 per night

Deluxe room

Brach breakfast included

VIP service

One and a half hour photo shoot

## GLASS HOUSE

It's as if the Brach kitchen garden has entered the terrarium that you can take back from your stay, after custom-making it to your specifications. The plants living in these glass bubbles need very little care. You'll then enjoy dinner on the terrace for more of the green side of life!

Starting at €850 per night

Classic room

Brach breakfast included

VIP service

Two hours terrarium workshop

Dinner on the terrace for two (€150 value)

All offers are available by estimate and according to availability : [contact@brachparis.com](mailto:contact@brachparis.com)



# SINNER<sub>MARAI/PARIS</sub>

Liberated from all standards, whether nearby or far apart, Sinner combines opposites and sums up all on its own a new vision of an inspired artistic stay.

## STREET ART

For decades, women and men have systematically made free art in public spaces without permission, and Paris is definitely one of the great world capitals of this movement. During a stroll in the city with Antoine, a lifelong Parisian and the founder of "Paris with a Parisian," discover the reasons that led to the appearance of this movement, the difference between street art and graffiti, the legal issues, and the unique character of urban art in Paris. With his own particular style, Antoine explores historic events and architectural features to try to understand their workings and to help visitors grasp the secrets of the city.

Starting at €750 per night  
Deluxe room  
Sinner breakfast included  
VIP service  
Two and a half hour tour

## TRANSFORMATION

For one night, become someone else. A make-up artist will transform you into an icon of Paris nightlife. Sparkles, sexy eyes, a sculpted face, along with hairstyle and clothing will make you unrecognizable — a different you, a magical queen.

Starting at €1090 per night  
Deluxe room  
Sinner breakfast included  
VIP service  
Makeup, wig, and clothing on loan

## PARIS BY NIGHT

Enjoy the romanticism and magic of the lights of Paris. With your special someone, discover the beauty of the City of Light in a sidecar. It's another side of Paris, including a Champagne tasting and a picnic basket in front of the Eiffel Tower. Your driver will make several stops so you can capture this moment. You will be driven by one of the Gentlemen Siders of Retro-Tour, who can be quiet or talkative in accordance with your wishes. These lovers of vintage motorcycles, who are globetrotters and inveterate travelers, will show you the best of Paris. Authenticity, humor, communication, and friendliness are their guiding theme.

Starting at €950 per night  
Deluxe room  
Sinner breakfast included  
VIP service  
Two hours sidecar tour with champagne and picnic basket





**COUR DES VOSGES**  
PARIS

An exclusive location and a hotel unlike any other, Cour des Vosges invites you to travel through time as the past and present echo one another. Discover the traces of a classic time, on foot or on a private boat tour.

**ROYAL TOUR**

Beginning in the 16th century, royal power was consolidated and Paris was established as the capital of the kingdom. The French nobility came in droves to settle in the city. The Marais, a former warehouse neighborhood, became their preferred area in the 17th century. The Hôtel de Montbrun, the site of Cour des Vosges, was built in 1606. This tour invites you on a trip through time to discover not only the remaining aristocratic palaces, but also daily life in the Paris of Louis XIV. With his own particular style, Antoine explores historic events and architectural features to try to understand their workings and to help visitors grasp the secrets of the city.

Starting at €1020 per night  
Deluxe room  
Cour des Vosges breakfast included  
VIP service  
Two hours history tour

**LA DOLCE VITA  
ON THE SEINE**

A few steps away from Cour des Vosges, climb aboard an Italian boat that was designed and produced in Venice, in the pure tradition of Riva and Chriscraft. From the Eiffel Tower to the upstream tip of the Île Saint-Louis, discover the most beautiful monuments of Paris from a new angle.

On board, leather, chrome, and walnut are in dialogue with the stone and steel of the hundred-year-old bridges of Paris. In the glassed-in cabin or in the back of the boat, which is open and private, enjoy a bottle of champagne as you skim the water's surface with an unbeatable view of the monuments of Paris.

Starting at €2490 per night  
Suite  
Cour des Vosges breakfast included  
VIP service  
Dinner for two (not including drinks) at the Restaurant du Palais Royal (1\* Michelin)  
One and a half hour boat ride

**FLOWER  
TIME**

Enjoy a magical view of the garden of the Place des Vosges and the beautiful light of the location to work on the colors of a custom-made bouquet of fresh or dried flowers. A special moment spent with the house florist followed by tea-time with a pastry by Yann Brys, Meilleur Ouvrier de France.

Starting at €850 per night  
Superior room  
Cour des Vosges breakfast included  
VIP service  
One and a half hour floral design class  
Tea time for 2

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