

BRACH

UN STYLE DE VIE

EN MODE ELIE POP-UP STORE

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En Mode Elie makes an exclusive pop-up store appearance at Brach Paris from June 11-20, 2021, highlighting Elie Semoun's collection of t-shirts, hoodies, and other accessories with the cult sayings from his comedy sketches.

When the lockdown ended, Elie Semoun announced the launch of his organic cotton clothing collection in a partnership with M Concept, which contacted him via Instagram during the lockdown. Their collaboration offers organic cotton clothing with sayings that the comedian has made famous through his "Petites Annonces" sketches, such as "Merki" or "Bonguour." These are fun gifts for Father's Day or for anyone who wants to display their contagious cheerfulness. For the Brach Paris pop-up store, the collection will give a sneak preview of its new khaki color.

A portion of the proceeds will be donated to the Foundation for Medical Research, which fights Alzheimer's disease, and the Chimpanzee Conservation Center in Guinea.



ABOUT EN MODE ELIE
by M CONCEPT

En Mode Elie is a clothing collection designed by Elie Semoun and M CONCEPT, a company specialized in personalized clothing. It has expanded to the Hauts-de-France region, the northernmost part of France, working with local and regional fabrics. It has expanded its business with a focus on local and regional fabrics and decided to set up shop in the heart of downtown Arras. It offers personalized textile solutions with a specific graphic style as well as logo and brand identity creation. M Concept hopes to kindle Parisians' excitement with its pop-up store at Brach Paris.

WWW.ENMODEELIE.COM


enmode**Elie**



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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