
Gilles Bontems Joins Evok Collection as General Manager of Brach Paris

PRESS RELEASE

Evok Collection has appointed Gilles Bontems as General Manager of Brach Paris. Bringing with him a career built within some of the most prestigious names in luxury hospitality, he joins the property to further its development and uphold, alongside the teams, the high standards of service and distinctive energy that define Brach Paris.

A respected hospitality professional, Gilles Bontems has developed his expertise within leading international luxury hotel groups in France and abroad. Prior to joining Evok Collection, he served as Hotel Manager at Park Hyatt Paris-Vendôme. He previously held the positions of Hotel Manager and Director of Operations at Hôtel Martinez in Cannes, as well as Director of Operations at Le Méridien Nice.

Throughout his career, he has also gained extensive experience in food & beverage and lifestyle-driven hospitality environments, serving as Director of Food & Beverage at the Sheraton Brussels Airport Hotel and holding various management positions in Switzerland, Belgium, and France. This diverse background has given him a comprehensive operational vision, a strong attention to detail, and a deep commitment to service excellence, qualities that lie at the heart of luxury hospitality.

As the flagship property of the Brach brand, Brach Paris embodies a vibrant, urban, cultural, and deeply human approach to luxury. Conceived as a destination to experience as much as a hotel to stay in, Brach Paris brings together hospitality, gastronomy, wellness, and local community life through a singular and distinctive energy.

In this context, Gilles Bontems will be responsible for further strengthening Brach Paris' reputation in France and internationally, enhancing the excellence of the guest experience, and supporting the teams in a continued dynamic of growth, desirability, and fidelity to the spirit of the house.

This appointment reflects Evok Collection's ambition to create and nurture hospitality destinations with strong personalities, where emotion, authenticity of service, and attention to detail come together to deliver a demanding yet enduring vision of hospitality.



ABOUT EVOK COLLECTION

Since 2014, Evok Collection has been imagining and developing exceptional destinations that express a distinctive vision of luxury—sensitive, cultural, and deeply human. Each property is born from a clear intention: to create vibrant places filled with emotion, where aesthetics engage in meaningful dialogue with purpose. Beauty is experienced, service is distinguished by the art of thoughtful gestures, and hospitality is defined by genuine care.

Through its two brands, Nolinski and Brach, Evok Collection explores two complementary expressions of hospitality. Nolinski offers a more contemplative experience, where culture and serenity shape an art of living in time. Brach, by contrast, is vibrant and expressive, transforming urban energy into elegance and conviviality. Both share the same ambition: to create places that leave a lasting impression through their style, atmosphere, and storytelling.

Attentive to local environments and craftsmanship, Evok Collection pursues its development through a responsible approach guided by respect, sustainability, and transmission. From Paris to Venice and Madrid, and soon Rome and Gassin in the Gulf of Saint-Tropez, Evok Collection continues to pursue a single vision: imagining a way of life that is free, refined, and sustainable.



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