



BRACH

PARIS

PRESS KIT

INTRODUCTION

Brach Paris is rooted in the elegance of Paris's 16th arrondissement, subtly redefining its codes. The Evok Collection Maison is an address that speaks to a discerning international clientele, curious, cultured, and drawn to signature destinations where architecture, style and the spirit of the neighbourhood engage in a contemporary dialogue.

Across 7,000 m², Philippe Starck's vision creates an interior landscape: echoes of the 1930s intertwine with modernism, Bauhaus and the artistic avant-garde in a play of lines, perspectives and textures. Wood, leather, concrete, glass, marble and metal form a tactile, sensual palette, warmed by deep, resonant tones. With 59 rooms and suites, terraces and a rooftop overlooking Paris and the Eiffel Tower, Brach Paris is an urban sanctuary for travellers and creators in tune with the times.

Pools, sports club, restaurant and patisserie extend the concept of a complete destination, designed for movement as much as for contemplation. From the first coffee of the morning to the last drink at night, Brach Paris functions as an inspiring micro-neighbourhood: a space for wellbeing, gastronomy and encounters, intimate yet open, where every detail is an aesthetic statement. A realm of mastered contrasts, resolutely forward-looking.

A photograph of a hotel room interior. The headboard is made of wood and features a grid of square panels. On top of the headboard, there are several decorative items: a white ceramic mask, a small golden vase, a framed abstract black and white artwork, a small golden bell, a dark plate, and another framed artwork. To the left of the headboard, a red pleated lampshade sits on a metal stand. Below the lamp, there is a small white ceramic stool with a circular pattern. A bed with white pillows is visible on the right side of the image. The room has a warm, rustic feel with wood paneling and a mix of modern and traditional decor.

"BRACH N'EST PAS UN HOTEL,
C'EST UN LIEU DE VIE ET DE CULTURE
UNIQUE OÙ MYSTÈRES POÉTIQUES
ET SURPRISES FERTILES NOURRISSENT
L'IMAGINAIRE. SENSUEL ET RIGoureux,
MINIMAL ET HÉTÉROCLITE, IL Y RÈGNE UN
ROMANTISME BRUT ET MODERNISTE QUE
RÉCHAUFFENT DES INFLUENCES
MULTICULTURELLES D'AFRIQUE,
D'ASIE ET D'AMÉRIQUE DU SUD. C'EST UN
LIEU INSOLITE QUI INVITE À L'EXPLORATION
ET AU VOYAGE."

PHILIPPE STARCK

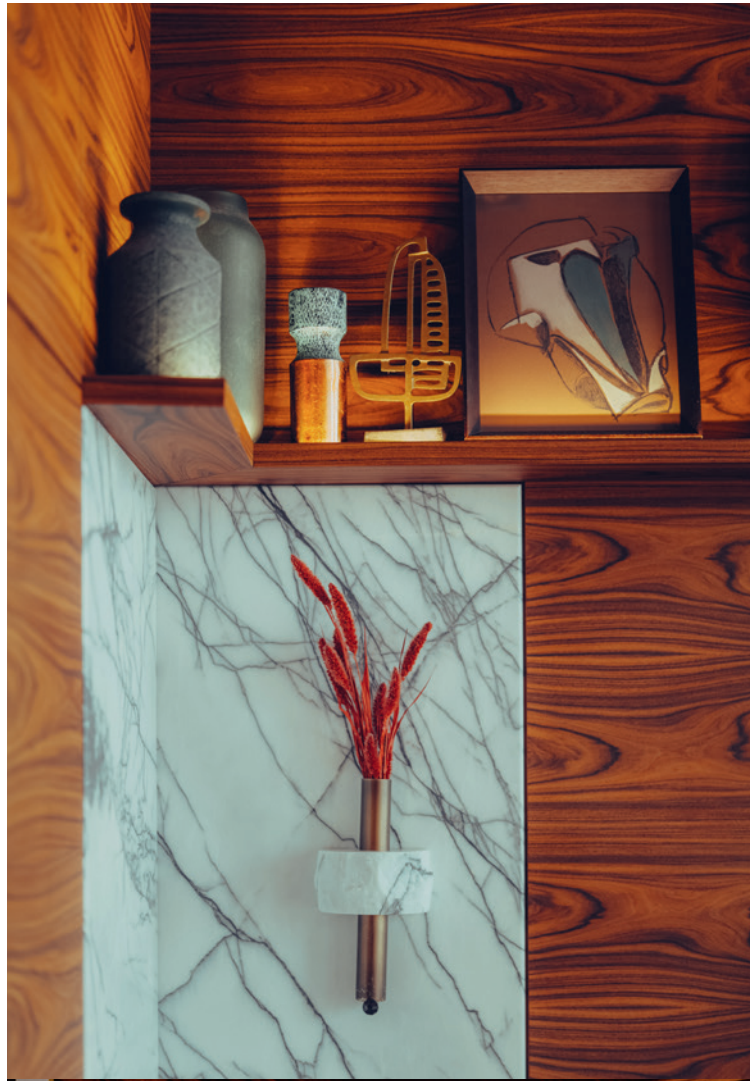
THE HOTEL

The lobby, on the first floor, offers a gentle welcome away from the bustle of the street. Its atmosphere is warm and strikingly visual: a tribe of totems and sculptures, unexpected objects, and an original Ara Starck canvas on the ceiling mirrored by a bespoke rug below. More a landscape of applied arts than mere decoration, designed to please the eye as much as for comfort.

True to its spirit, Brach Paris never duplicates: no two rooms or suites are alike. From the first to the sixth floor, 52 light-filled rooms ranging from 24 to 42 m² are dressed in noble materials. Wood, leather, glass and tactile fabrics form a shared language, interpreted through volumes, views and uses, variations on a single theme.

On the fifth and sixth floors, seven suites from 40 to 200 m² extend this narrative with even greater freedom. Each opens onto a private terrace with a Norwegian bath; one also features a jacuzzi. In settings of wood, leather, glass and stone, these terraces are lush with greenery and command sweeping 180° views over Paris, its rooftops, its skyline, and for some, the Eiffel Tower.

In every room and suite, a concept store replaces the traditional minibar: a selection of refined essentials and objects, alongside books and novels refreshed with each literary season. Guests at Brach Paris enjoy access to the sports club, pool and group classes, an experience conceived as a complete living space, for body and mind alike.







"JE NE SAIS PAS SI C'EST
LA CUISINE D'AUJOURD'HUI,
NI CELLE PROBABLEMENT
DE DEMAIN, C'EST JUSTE
LA CUISINE QUE J'AI ENVIE
DE FAIRE MAINTENANT"

CONFIE LE CHEF ADAM BENTALHA.

THE RESTAURANT

The restaurant is one of the gateways to the world of Brach Paris. Located on the ground floor and open to all, it welcomes hotel residents, Parisians and travellers alike. Its atmosphere is elegant, generous and resolutely centred on sharing, a vibrant space at the crossroads of cultures, designed for a cosmopolitan, aesthetically minded clientele.

Adam Bentalha's cuisine journeys across the shores of the Mediterranean. Sun-drenched produce, spices, fresh herbs and distant accents: every dish tells the story of a terroir bathed in light, crafted with precision alongside producers chosen for their rigour and individuality. Behind the impressive twenty metre counter open to the kitchen, patisserie, cocktail bar, fresh vegetable pantry, wine and cheese cellars unfold like chapters in a single gourmet narrative. The dining room seats up to 110 guests, at the counter, large communal tables or more intimate settings, complemented by around twenty tables on the terrace.

Envisioned by Philippe Starck, the space blends natural oak, metal, leather and marble in a warm, theatrical composition. Lighting highlights unexpected objects, sculptures and artistic pieces that punctuate the room with surprises. On the walls, an Ara Starck canvas unfurls a surreal journey, a sequence of poetic images answering one another like a visual nursery rhyme.

Weekend DJ sets and Sunday brunch bring the restaurant to life in tune with the city, between festive energy and refined hospitality.







THE FIRST-FLOOR TERRACE

The first-floor terrace at Brach Paris is a world apart, open to the city, balancing a vibrant interior with a serene exterior. In a warm, urban and verdant atmosphere, it hosts a cocktail bar and a menu curated by Chef Adam Bentalha, evolving with the seasons. Each year, ephemeral culinary stopovers enrich the experience: Spanish accents in 2024, an Italian detour in 2025...

Flexible and available for private hire, the terrace lends itself to inspiring encounters, professional exchanges, artistic events or discreet brunches. A true space for life and sharing, it embodies the spirit of Brach Paris: sunlit, elegant, cosmopolitan.



BRUNCH

Adam Bentalha's cuisine takes on a brunch form, regularly refreshed with seasonal produce.

Alongside these flavours, the classics of brunch await: Viennese pastries, fresh fruit juices and patisserie desserts.

Expect lemon caviar hummus, lamb shoulder with Zaatar, braided buffalo mozzarella, gluten-free focaccias with Kalamata olives or Provençal herbs, colourful crunchy vegetables, a selection of Mediterranean olive oils and aged cheeses, served buffet-style.

Brach Paris's brunch is designed to delight parents and children alike.

EVERY SUNDAY

From 12 pm to 3 pm (last booking) Price: €107 per adult - €45 per child*

*Mineral waters, classic juices and hot beverages included.

Detox juices available at an additional charge.



PÂTISSERIE

The Brach Paris Pâtisserie is a genuine neighbourhood boutique, where Chef Pâtissier Fabien Emery's imagination comes to life. His creations, indulgent yet daring, are unique pieces: original, architectural and vibrant, they reinvent traditional patisserie while preserving its essence. A space dedicated to discovering flavours and celebrating sweet pleasures, in a warm atmosphere open to all.

Enjoy on site or take away.



SPORTS CLUB

A signature element of Brach Paris, the Sports Club spans 1,000 m², caring for both body and energy. Inspired by the aesthetics of 1930s boxing clubs, it combines cutting-edge equipment, sculpted lighting and raw materials in a graphic, sensual atmosphere. Here, the mood is that of a private circle: athletes, passionate amateurs, local residents and hotel guests form a cosmopolitan, energetic community where mutual support and exchange are as much part of the experience as the training itself.

The 22-metre pool invites you to swim lengths, while the hot-water pool, sauna, hammam and salt cave orchestrate recovery rituals. Throughout the day, a programme of individual and group classes, fitness, Pilates, boxing, yoga, strength training and gymnastics, shapes an approach to wellbeing conceived as “social wellness”: self-improvement, shared moments, time for oneself, all within a high-performance, meticulously designed setting. A barber and hairdresser complete the space.

Pools and facilities are open from 7 am to 11 pm, and 24/7 for hotel guests.



TREATMENTS SUITES BY CLARINS

It's an immersion in a warm, cosmopolitan and surprising atmosphere. At Brach Paris, everything is about originality, intimacy and above all excellence and conviviality, spread across the eight floors of this glass house. The three treatment rooms (including one double) are no exception. In this wood-panelled, softly lit setting, Clarins and Brach welcome guests for a sensory experience, an invitation to disconnect from the outside world.

Treatments: 9 am to 9 pm



THE ROOFTOP

VILLA MINUTY AT BRACH PARIS

The Minuty estate joins forces with Brach Paris to offer a unique experience, pairing Minuty's refined rosés with luxury hospitality. On the rooftop, visitors discover a chic, contemporary setting where a summer atmosphere, brand-coloured loungers and panoramic views of Paris create the perfect backdrop for a glass of rosé.

This partnership embodies the ideal alliance of Provençal freshness and Parisian sophistication. At every moment, Minuty and Brach Paris deliver an immersive experience where each detail elevates the occasion, redefining the art of French living in the heart of the capital.

Open daily from May to September, 5 pm to 1 am, no reservation required. Weather permitting.



EVENTS

A SPACE FOR EXPRESSION, DESIGNED FOR UNIQUE,
TAILOR-MADE EVENTS.

A venue of character, singular and inspiring.

Brach Paris is a striking, modular establishment that inspires and brings your tailored, private events to life. Its vibrant atmosphere and design by Philippe Starck makes it an exceptional place, where every event, from the most private to the most ambitious, finds its perfect backdrop. Here, every event finds its own language. Press junkets, photo shoots, film shoots, launches, private dinners, celebrations or immersive experiences... anything is possible.

Because Brach is universal, it speaks to the most discerning.

Available on request through the events team.



ABOUT PHILIPPE STARCK

La notoriété globale et l'inventivité protéiforme de Philippe Starck ne doivent pas faire oublier l'essentiel, sa vision : que la création, quelle que soit la forme qu'elle prenne, rende la vie meilleure au plus grand nombre. Il est à ce titre l'un des pionniers et l'une des figures centrales du concept de « design démocratique ».

En déployant son œuvre prolifique dans tous les domaines, des produits de notre quotidien (presse-citron, mobilier, vélo électrique ou éolienne individuelle), de l'architecture (hôtels, restaurants aspirant à être des lieux stimulants) à l'ingénierie navale et spatiale (méga yachts, capsule d'habitation pour tourisme spatial privé), il n'a cessé de repousser les limites et les critères du design, devenant l'un des créateurs les plus visionnaires de la scène internationale contemporaine.

Philippe Starck et sa femme, Jasmine, vivent principalement dans les airs ou dans des "milieux de nulle part".

www.starck.com

@starck

ABOUT BRACH

Brach n'est pas simplement un lieu, c'est un voyage où le luxe se réinvente. Un luxe singulier, doté d'un supplément d'âme. C'est une invitation à vivre une expérience unique, où l'histoire et la modernité s'entrelacent. Ici, chaque instant vibre au rythme d'une créativité infinie, bienveillante et captivante. Un luxe qui ne se contente pas de l'éclat extérieur, mais qui touche et rassemble les âmes et dont on peine à s'éloigner.

Depuis 2018, Brach Paris, dans le prestigieux 16^{ème} arrondissement, incarne cette alchimie rare. C'est un lieu vibrant, où chaque recoin raconte une histoire, et où l'atmosphère singulière en fait un espace où l'on aime se perdre, comme si l'on y appartenait depuis toujours. Avec les 59 chambres et suites, le rooftop surplombant Paris et la Tour Eiffel, le Club de Sport, le Restaurant et la Pâtisserie, Brach devient un véritable carrefour de culture, de bien-être et de rencontres exclusives. L'intimité et l'ouverture se mêlent en une harmonie délicate, chaque détail soigneusement pensé pour surprendre et inspirer.

En 2024, Brach s'implante à Madrid, au cœur vibrant de la Gran Via seconde destination de Evok Collection hors de France. Là, le même souffle créatif insufflé par Philippe Starck se décline à travers ses 57 chambres et suites, le Restaurant, La Pâtisserie, La Capsule – lieu de transformation de soi, et la terrasse suspendue au septième étage. Chaque espace reflète une affection rare pour l'imaginaire et un hommage aux mémoires des lieux et des vies.

En 2027, Rome accueillera à son tour ce voyage singulier. Brach, un luxe rare, magnétique et insaisissable qui rassemble et éveille les sens.

INFORMATIONS

HÔTEL	5 étoiles 59 chambres & suites Chambre classique à partir de 25 m ²
CLUB DE SPORT	1000 membres 2 piscines (22 m x 6 m et 5 m x 6 m) Cours collectifs quotidiens Consultations : Naturopathe, Diététique... Coiffeur - barbier
SOINS CLARINS	Soins corps, visage, hommes et femmes
RESTAURATION	Restaurant (160 couverts + 20 en terrasse) Terrasse du 1 ^{er} étage Potager en rooftop (aux beaux jours) Bar Pâtisserie
ESPACES EXTÉRIEURS	Terrasses Rooftop avec potager et vue à 360° sur Paris
ACCÈS	Localisation : Trocadéro, Tour Eiffel Adresse : 1-7 rue Jean Richepin 75116 Paris Métros : Rue de la Pompe La Muette Tél. : +33 (0)1 44 30 10 00 www.brachparis.com @brachparis @brachparisrestaurant

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