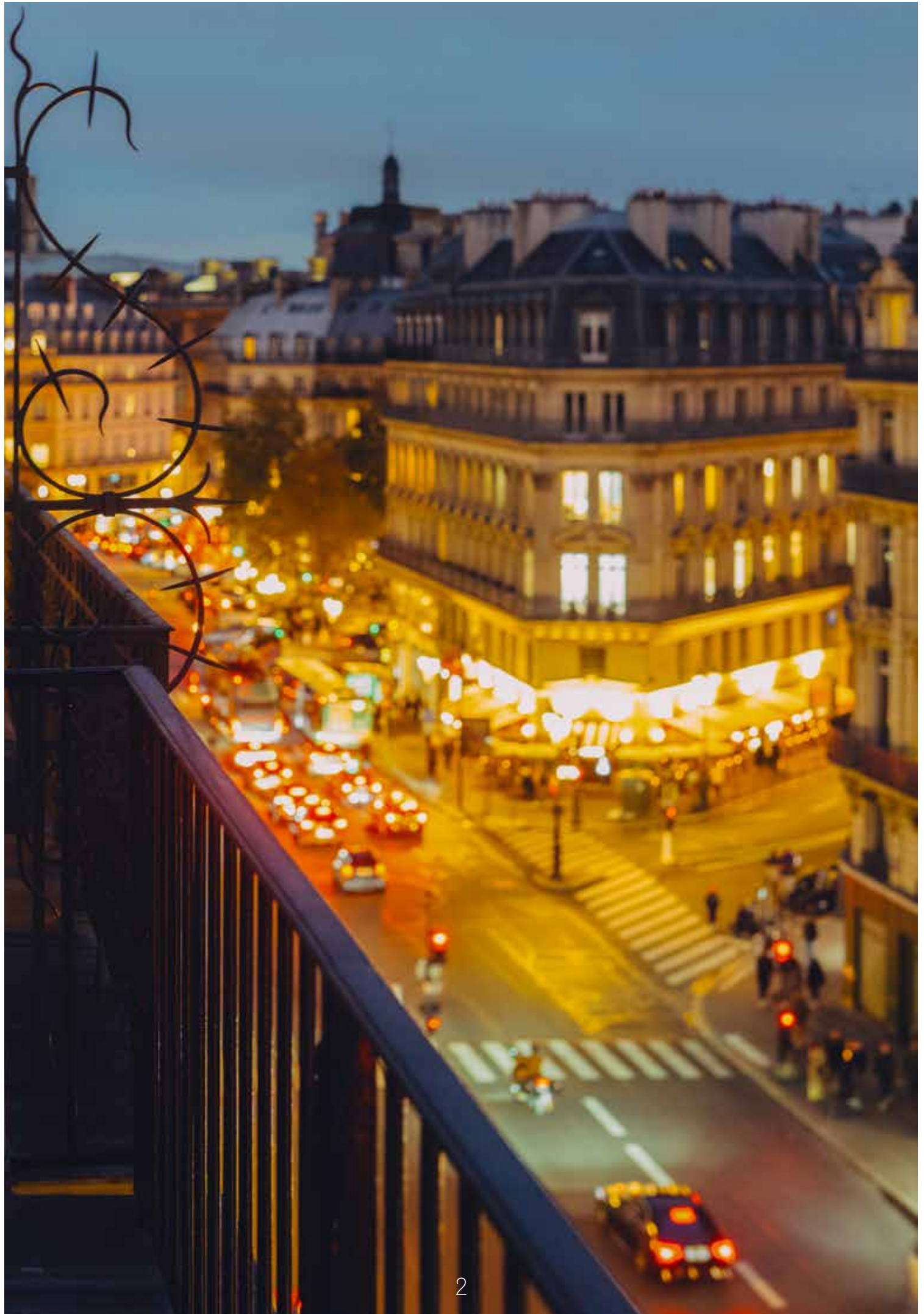




NOLINSKI

PARIS

PRESS KIT



Introduction

Just steps away from the Comédie-Française, the rue Saint-Honoré and the gardens of the Palais-Royal, Nolinski Paris is housed in a Haussmann building where history converses with a resolutely contemporary Paris. The first address of Evok Collection, it embodies a French art de vivre marked by restraint: a hushed, confidential luxury, whispered between those in the know.

Conceived by interior architect Jean-Louis Deniot, the hotel revisits classic codes with a free and contemporary eye. Mouldings and woodwork sit alongside mirrors, bronzes and ceramics, thick rugs and muted curtains, shades of grey and bold colour blocks. From the 45 rooms, including 9 suites, to the grand staircase with its hand-painted clouds, each floor evokes a singular Parisian apartment rather than a conventional hotel.

Between the sculptural Carrara marble reception, the Grand Salon where restaurant and cocktail bar succeed one another, and the mineral spa, every space is conceived as a stage for the senses: subdued lighting, scents of spice and musk, textures of velvet or tweed, a bespoke musical universe. Here, conviviality is lived with elegance, at the rhythm of epicurean experiences where the art of detail always grazes a hint of mystery that is the spirit of Nolinski.



Jean-Louis Deniot



Interior architect and decorator Jean-Louis Deniot embodies the new generation of 'Haute Décoration'. Discerning travellers encounter his work across the globe, particularly in private property projects in Paris, London, Milan, Capri, Istanbul, Moscow, New Delhi, New York, Hong Kong and beyond.

His 'couture', sophisticated architectural designs are rooted in classical French interiors, revisited to meet today's needs and desires while remaining timeless. He confines himself to neither a single style nor a single source of inspiration. Through instinct and perpetual self-questioning, Jean-Louis Deniot has become one of the world's most sought-after international designers.







Rooms & Suites

Across six floors, Nolinski Paris reveals itself gradually. The painted clouds of the grand staircase and the painted mirrors of the lift accompany the ascent from the animated ground floor to the silence of the upper levels. Between floors, slightly offset corridors break the symmetry and create almost graphic pauses, far removed from the conventional hotel.

The rooms, designed by Jean-Louis Deniot, are conceived as living spaces. Three guiding principles: space, comfort, style. Deep green, raspberry, beige, blue, yellow... each room owns a dominant colour, laid over a grey base. Beautiful materials, controlled light, neo-classical mouldings and woodwork reinterpreted compose a precise décor that is urban and warm in equal measure.

Near the desk, a lacquered wardrobe houses sculptures and ceramics like fragments of a private collection, while the minibar is concealed within a reimagined period safe. Dense curtains, generous rugs and sliding doors entirely clad in mirrors extend the sensation of a Haussmann apartment. A discreet signature : claw-shaped mouldings, echoing jewellery settings.



Rooms & Suites

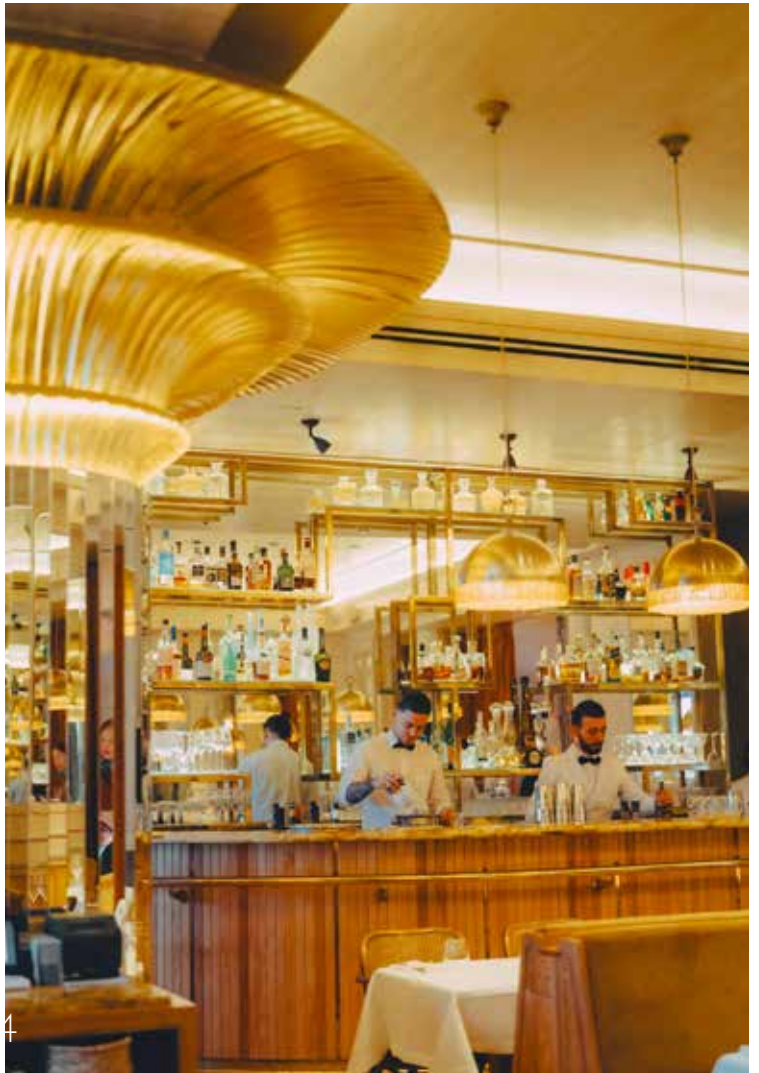
In the bathrooms, the vocabulary tightens: marble floors, slightly crackled white and grey tiling, brass in fine touches. A spare palette that lets lines and light do the work.

The suites are experienced as private apartments, with corridor, bedroom, living room and bathroom. Fluid light, noble materials, vintage or bespoke furniture sketch a hushed Parisian spirit. Salvador, Pablo, Ernest, Gustave, Marie... each name shares a single intention: to create discreet urban retreats.

On the 5th floor, the Joséphine Suite concentrates the DNA of the place: fine proportions, carefully chosen works of art, furniture with light lines, and a balcony opening onto a direct view of the Avenue de l'Opéra. An elevated address, peaceful, with Paris as the backdrop.







The Restaurant

In the heart of Paris, the Restaurant follows in the tradition of the great Parisian houses. More than a hotel dining room, it is a connoisseur's address where the spirit of the bourgeois restaurants of the Right Bank lives on: attentive service, fine produce, clear and generous cuisine, understated glamour.

The menu pays homage to the classics that built the reputation of French cuisine — pot-au-feu, roast chicken, macaroni gratin with morels... Iconic signature dishes, reinvented with precision rather than showmanship. The produce is noble, carefully sourced, worked to deliver that sensation of immediate comfort, like a Proustian madeleine conceived for today. Charlotte, baba, mille-feuille and other desserts extend the experience like a final nod to the great tables of Paris.

In the dining room, John Whelan creates a décor that converses with the Art Deco of the 1930s façade. Mirrors rhythmically arranged like an architectural jewel, glints of gold leaf, yellow Sienna marble, Versailles parquet, honey-coloured wood, corduroy velvet, cane and brass compose a soft and luminous setting. In the evening, the golden light of wall lights and pendant lamps wraps the 70 covers in an intimate, almost confidential atmosphere conducive to lingering dinners.

Here, French tradition reassures, while modernity surfaces in subtle touches. The restaurant pursues a simple yet demanding mission: to make the Paris one dreams of accessible through a culinary experience that is clear, elegant and generous.



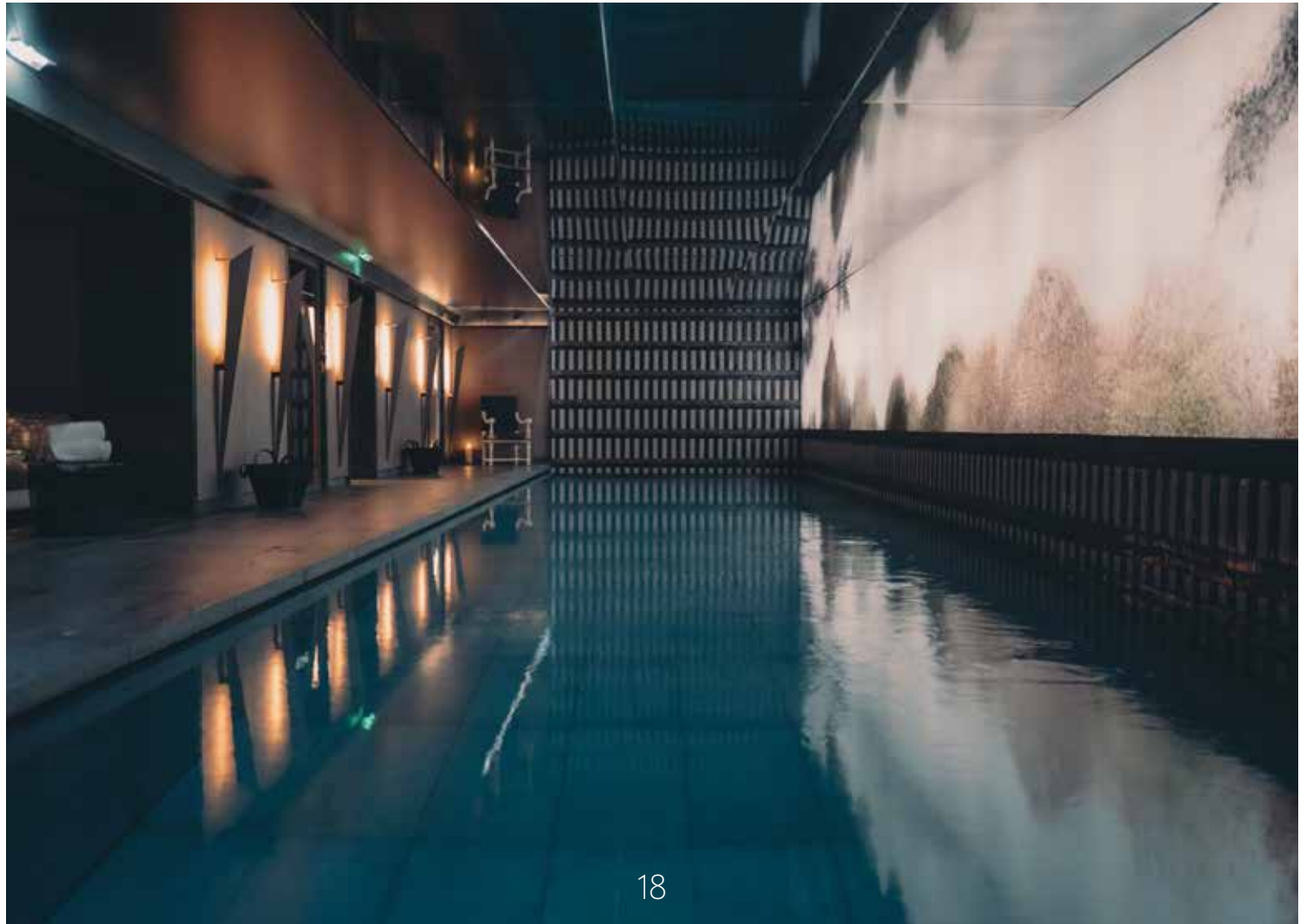
Le Grand Salon Cocktail Bar

Le Grand Salon is the cocktail bar of Nolinski Paris, conceived as a Parisian salon for insiders. In a muted light, guests settle in for a late apéritif, a discreet tête-à-tête or a final drink after the theatre. The menu features signature cocktails, crafted mocktails and house infusions, prepared with the same care as fine cuisine.

Beneath the shimmering reflections of a silver-leaf ceiling, neighbourhood regulars and hotel residents take their seats in swivel armchairs, sheltered by openwork tweed curtains. Thick rugs in shades of blue and emerald green, wall coverings signed by Florence Girette: the décor creates an intimate, elegant setting where conversation is hushed and time seems to slow.

During the day, relaxing teas and confidential lunches follow one another in complete discretion; in the evening, nocturnal cocktails and cultural gatherings take over. A piano stands ready for an improvisation, a surprise guest, a happening for the duration of an evening.

Available for private hire, Le Grand Salon lends itself naturally to private events seeking the atmosphere of a true Parisian home.



SPA

myBlend

Nolinski Paris, an oasis of calm in the heart of Paris, is home to myBlend, an innovative concept in the field of well-being and beauty treatments. It's here that French elegance comes together with the advanced technology of myBlend treatments to create a unique sensory experience. Every detail, designed to promote relaxation and harmony, is inspired by the four elements: the soothing murmur of water, the mineral solidity of granite, the warmth of wood panelling and the comforting glow of candles.

MyBlend treatments incorporate the CellSynergy aesthetic device, an innovative technology combining Cryo-Thermo-Aesthetics, radiofrequency, electroporation and electrostimulation. This synergy encourages collagen production, stimulates microcirculation, boosts cellular oxygenation and optimises the penetration of active ingredients to the heart of cells.

Through a unique combination of products, expert gestures and tailored technologies, each protocol becomes a singular experience, perfectly aligned with the needs of the moment. The experience is elevated by the Led Mask, a true icon of the brand. By combining cutting-edge LED technology with powerful formulas, this mask embodies a new vision of care and beauty.

MyBlend and Nolinski Paris invite guests to explore an unprecedented and exclusive approach to wellbeing, where excellence and personalisation meet to transform every moment into an exceptional one.

About Nolinski Paris

A few cobblestones from the Comédie Française, Rue Saint-Honoré and the gardens of the Palais-Royal lies a haven of comfort in the elegant setting of a typical Haussmann-style apartment building: Nolinski Paris.

The first of the Evok collection to open, it embodies the French lifestyle, the elegance of discreet luxury, and the charm of an address at the centre of Paris fashion and culture. The Nolinski is a combination of refinement and boldness, modernity and contemporary flair that you'll want to tell all your friends about.

The interior design is by Jean-Louis Deniot, who has reinterpreted classic French décor throughout the Nolinski's six floors. Mouldings, woodwork, antique furniture, sculptures, ceramics, soft lighting, mirrored doors, muted curtains, thick carpets, a range of colours in harmony with a cameo of greys: every choice, every detail, every object gives the 45 rooms – 9 of which are suites – the look of a Haussmann-style apartment.

This is complemented by the minimalistic green Carrara marble reception area, with its bronze sculpture, and the hand-painted clouds on the grand staircase that appear to lead guests towards the heavenly delights above.

Here, between the restaurant and cocktail bar of the intimate Grand Salon, the airy rooms and the mineral spa, every corner is an emotional sensory journey. A softly lit ambiance scented with musk and spices; music; the sensory feel of velvet or tweed. An inviting atmosphere and hospitality delivered with passion. A place of hedonistic experiences and extraordinary reveries, where a flair for detail meets an air of mystery. Because the Nolinski spirit is also synonymous with spontaneity and freedom.

**EVOK COLLECTION
PRESS COORDINATION**

CHARLINE HANROT
chanrot@evokcollection.com

PRESS OFFICES

FRANCE

BÉATRICE KAPLAN
b.kaplan@popstories.com

NINON COUCHE
n.couche@popstories.com

UNITED KINGDOM

CLARE JACKSON
evok@bacchus.agency

USA

CARA CHAPMAN
cara@bacchus.agency

ITALY

JASMINE LE VAN KIM
jasmine@levankim.it

SPAIN

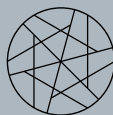
JENNIFER GOMEZ
jgomez@commmediagroup.com

MIDDLE-EAST

KATE MULLEN
kate@tcapr.me

CRÉDITS PHOTOGRAPHIQUES

Odieux Bobby
Giulio Ghirardi
Thérèse Verrat & Vincent Toussaint
Julien Benhamou



NOLINSKI

PARIS

INFORMATION & CONTACT

16 avenue de l'Opéra, 75001 Paris

Tél. +33 (0)1 42 86 10 10

nolinskiparis.com

booking@nolinskiparis.com