



EVOK

EVOK
COLLECTION

PRESS KIT EVOK COLLECTION

PRESENTATION OF EVOK COLLECTION

Founded in 2014, Evok Collection was born from a clear ambition: to offer a renewed vision of luxury hospitality through singular destinations, each thoughtfully conceived in close dialogue with its surroundings.

Owned by Pierre Bastid, the collection was imagined and developed from the outset by Romain Yzerman, who continues to lead it as Chief Executive Officer. It is built on a demanding approach, where each property is defined by its identity, its architecture, and the quality of its experience.

More than a hotel group, Evok Collection creates destinations in their own right places where hospitality, gastronomy, wellbeing and social life converge in a carefully balanced way.

Following an initial phase of development in Paris between 2016 and 2019, marked by the opening of emblematic addresses, the collection has gradually expanded across Europe.

Venice in 2023, Madrid in 2024, followed by Saint-Tropez and Rome in 2026, reflect a long-term vision, attentive to each location and its history.

In 2024, the entry of Famille C Participations, the investment company of the Courtin family, marked a significant milestone. This partnership extends an initial collaboration around wellbeing and supports a shared ambition: to shape a contemporary vision of luxury, grounded in excellence, coherence and the singularity of each destination.

NOLINSKI & BRACH TWO STRONG BRANDS



Nolinski, a peaceful haven, captures the soul of a location with its authenticity and timeless elegance.



Brach, a welcoming place that brings people together to enjoy a unique and elegant way of life.



Evok Collection also features Cour des Vosges, an exclusive address in a historic setting, Place des Vosges in Paris.

TIMELESS PLACES, A UNIQUE IDENTITY

Evok Collection establishments have a timeless style, featuring architecture and decoration that are in keeping with their surroundings. Each space is meticulously designed, preserving the spirit of the place through carefully chosen features, right down to the selection of antique objects that give it an added sense of character.

Places that awaken the soul, not just the senses.

7 establishments

600 employees



BRACH

PARIS / MADRID / ROMA

A NEW KIND OF EXCLUSIVE LUXURY WITH A SOUL OF ITS OWN

Brach has established itself in imposing neighbourhoods, reviving an elegant and sophisticated art of living. Brach is a magnetic force, a place that attracts and brings people together. These are places where people enjoy spending time, places where luxury is experienced on a daily basis.

Philippe Starck adopts the distinctive characteristics of each city as his own, creating inspired and inspiring spaces.

Here you'll find all the key ingredients for a balanced lifestyle: French lifestyle and local culture, nature, literature in both the literal and figurative sense, design and travel.

Everyone feels welcome, loved and cared for. Hotel, Sports Club, La Capsule Spa & Sports Club, Restaurants, Bars, Patisserie, Terraces... Brach is inspiring, versatile and surprising.



BRACH PARIS 2018

1-7 rue Jean Richepin 75016 Paris

5-star hotel

Location: Paris - Trocadero - Eiffel Tower

Design by Philippe Starck

59 rooms and suites

From 24m² to 210m²

Sports and wellness club

1000 members

2 swimming pools (22m x 6m and 6m x 6m)

Ongoing group classes (aqua gym, padel, aqua boxing, yoga, etc.)

Consultations: naturopath, dietician

Hairdresser and barber

Clarins treatment suites

Restaurants & bars

Brach Le Restaurant by Adam Bentilha

1st floor terrace (covered and heated)

Rooftop (May/September) exceptional view of Paris and the Eiffel Tower

Cocktail bar

Brach La Pâtisserie by Fabien Emery

Events

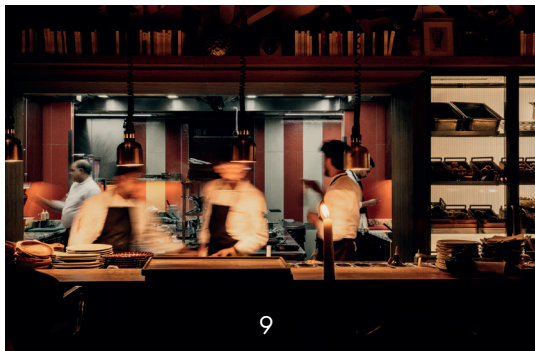
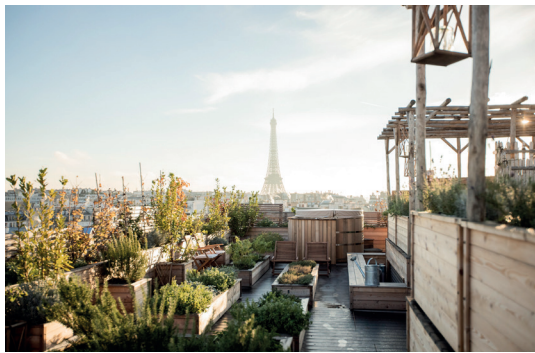
Showroom

Press junket

Showroom

Services

Conciergerie





BRACH MADRID 2024

C/ Gran Vía, 20 28013 Madrid, Spain
2024

5-star hotel

Design by Philippe Starck

57 rooms including 4 suites

La Capsule Spa & Sports Club

Clarins and myBlend treatments

Holistic treatments

High-tech treatments - hyperbaric oxygenation chamber,
infrared sauna, etc.

20m x 4m swimming pool

Restaurants & Bars

Brach Le Restaurant by Adam Bentalha

Brach La Pâtisserie by Fabien Emery

Cocktail bar

Eventsw

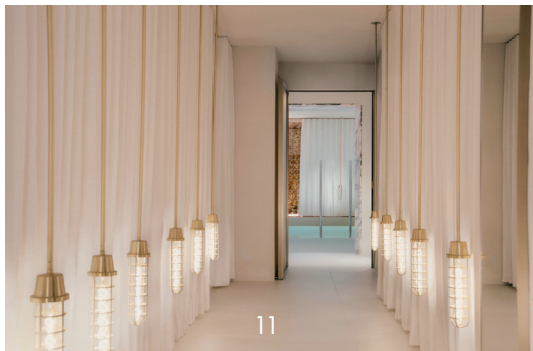
Showroom

Press junket

Showroom

Services

Conciergerie





BRACH ROMA 2026

Via Luisa Di Savoia, 14 00196 Roma

Design by Philippe Starck

58 rooms and suites with terraces

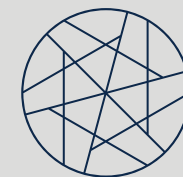
Restaurant with patio and italian bar

Sport & Wellness Club

Swimming pool

Concierge





NOLINSKI

PARIS / VENEZIA
GOLFE DE SAINT-TROPEZ
VAL D'ISÈRE



NOLINSKI PARIS 2016

16 avenue de l'Opéra 75001 Paris

5-star hotel

Location: Louvre - Saint Honoré - Palais Royal

Design by Jean-Louis Deniot

45 rooms including 9 suites from 25 to 150m²

2 to 6 connecting rooms per floor

Wellness

Spa Nolinski by myBlend

Indoor swimming pool (16m x 4m)

Sauna

Hamam

Sports coach (on request)

Restaurants & Bars

Nolinski Le Restaurant

Le Grand Salon - Cocktail bar

Events

Press event

Showroom

Press junket

Showroom

Service

Conciergerie





NOLINSKI VENEZIA 2023

Calle Larga XXII Marzo, Venezia VE, Italy

5-star hotel

Location: Piazza San Marco

Design by Lecoadic & Scotto

43 rooms and suites

Wellness

The Nolinski by myBlend treatment rooms

Indoor pool with views over the rooftops of Venice

Restaurants & Bars

Zeffirino Ristorante

Il Caffè Zeffirino

Library Bar

Events

Cocktail

Private event

Service

Clés d'Or Concierge Service





NOLINSKI GOLFE DE SAINT-TROPEZ 2026

2 Chemin du Chastelas, 83580 Gassin, Saint-Tropez

Design by Nathan Litera

Restaurant and bar

Two swimming pools

Sport & Spa Wellness Club

Tennis & padel Club

Kids & Teens Club

Concierge





COUR DES VOSGES
PARIS

LUXURY WITH A LONG, PRESTIGIOUS HISTORY

Cour des Vosges is an exclusive and prestigious residence that forms part of the history of the Marais neighbourhood. This is where the past meets the present, where the aristocratic grandeur of the building is blended with a modern approach to comfort and sophistication.

Every room and suite, refurbished by the interior designers Lecoadic-Scotto, preserves the authentic character of the place while providing a cosy, elegant ambience. The hotel offers a lifestyle inspired by the private residences of yesteryear, where you can take the time to appreciate every moment.

With its breathtaking view over the Place des Vosges, Cour des Vosges invites you to immerse yourself in a timeless Paris, where every detail tells a story.



COUR DES VOSGES 2019

5-star hotel

Location: Paris Le Marais - Place des Vosges

Design by Lecoadic & Scotto

17th century residence

Hotel

12 rooms and suites from 25m² to 75m²

2 to 3 connecting rooms per floor

Wellness

Roman bath

In-room treatments

Sports coach (on request)

Restaurant & Bar

Breakfast and room service

Tearoom

Brach La Pâtisserie

Events

Press event

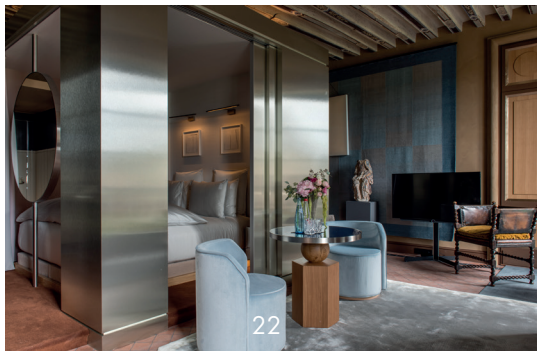
Showroom

Press junket

Showroom

Service

Conciergerie





PROFESSIONS

The art of creating
the exceptional

Luxury hotels

Evok Collection creates spaces where excellence is a matter of course and the ordinary is transformed. A restaurant becomes a conversation, well-being an inner journey. Experience is not just a comfortable luxury, but a quest for transformation. Each establishment becomes a space where rare, magnificent and unique experiences are created.

Restaurants et Bars

At Evok Collection, we believe that cooking is an encounter between flavours and emotions. Restaurants and bars are places for socialising. Each carefully designed concept reflects the spirit of its location. Under the watchful eye of Executive Chef Adam Bentalha, every dish invites you to partake in the art of living. The menus are never fixed; they are a conversation with the setting, an invitation to awaken the senses.

Wellness

Well-being is a quest, a subtle search for harmony between body, mind and soul. At Evok Collection, this quest is elegantly reflected in each establishment, where every concept is tailored to the environment and the requirements of the guests.

At Brach Paris, the Sports Club embodies this approach to well-being with a unique «social wellness» concept. Much more than just a place to work out, it becomes a place for sharing and socialising, where physical exertion is combined with community spirit. This venue is designed to encourage a balance between challenging oneself and relaxing, offering a dynamic setting that fosters a sense of community.

In Madrid, La Capsule Spa & Sports Club offers a sensory immersion where advanced technologies and time-honoured techniques combine to deliver a profoundly transformative experience. This area, dedicated to revitalisation and regeneration, uses innovative protocols developed in collaboration with Clarins and myBlend. Here, body and spirit reconnect in an environment designed to encourage inner rebirth and overall harmony. At the Nolinski, the partnership with myBlend takes the wellness experience to an exceptional level. The brand, a pioneer in skincare research, offers exclusive protocols that combine scientific expertise and the art of massage.

The expertise of Clarins and myBlend enriches the experience, with personalised treatments that reflect this holistic vision of well-being. These outstanding partners bring their expertise to bear, creating moments of rare intensity.

Brach La Pâtisserie

Brach La Pâtisserie embodies elegance and softness, with creations by Fabien Emery. The pastry creations, while respecting French tradition, are reinvented with a touch of modernity that echoes the very soul of Evok Collection: a perpetual quest for the exceptional.

An abstract painting featuring a textured surface with visible brushstrokes. The color palette is dominated by various shades of blue and green, with some areas of orange and white. The composition is dynamic, with bold, sweeping strokes and more delicate, gestural lines. The overall effect is one of movement and depth, with the text 'Culture Evok Collection' centered over the middle of the image.

Culture Evok Collection

CULTURE

Since its creation, Evok Collection has been committed to promoting culture in all its forms. More than just a creator of venues, Evok Collection is a talent spotter, a storyteller and a catalyst for inspiration. Literature, fashion, cinema, travel, meetings... Such diverse spheres of expression where high standards and creativity intersect, giving rise to unique initiatives, one-of-a-kind experiences and candid exchanges.

EVOK COLLECTION AWARDS: REVEAL, SUPPORT, HONOUR

PRIX MODE EVOK COLLECTION

The Fashion Award

With the collaboration of Atelier Chardon Savard, in 2024 Evok Collection created an award dedicated to young fashion talent. An assigned theme, a blank canvas – a sheet from the Hotel Garnier Thiebaut – as the unique starting point, and the freedom to create. Fifteen pieces, fifteen visions, exhibited at Nolinski Paris, under the scrutiny of a jury of experts from all walks of life.

PRIX LITTÉRAIRE EVOK COLLECTION

The Evok Collection Literary Prize

At the beginning of every summer since 2020, Evok Collection has announced the novel of the summer: a work carefully selected by a reading committee before being submitted to a trusted and committed jury. A prize that celebrates the power of words, the pleasure of storytelling and the magic of reading in the summertime.

PRIX CINÉMA EVOK COLLECTION

The Film Award

The latest in a series of awards, it puts the spotlight on the behind-the-scenes jobs that give cinema its magic. Chaired by Pierre Niney for its inaugural edition in 2024, it has recognised, among others, talents that are often overlooked, such as make-up artists, hairdressers and billboard designers, but which are essential to the film's identity and spirit. With these awards, Evok Collection is demonstrating its intention to give sincere recognition and a stage to those who transform their art into a tangible experience.

TRAVEL DIARIES: A DESTINATION, A VIEW

Travel Diaries, Evok Collection's new video programme. A format that invites you to explore a city in a different way, through the eyes and perceptions of a guest.

The first collection, shot in Venice, reveals a vibrant and intimate city, a far cry from the clichés. It's an experience in which every image tells a story, and every location reveals a unique aspect. Because first and foremost, a trip is an encounter, a way of seeing the world differently.



DISCOVER OUR TRAVEL JOURNALS

THE ENCOUNTERS: SPACES TO THINK, SHARE AND GROW

- **Encounters with Champions**, where leading sports figures share their views on excellence and personal achievement.
- **Philosophical Encounters**: questioning the world and providing food for thought.
- **Wellness Masterclasses**, where well-being and self-awareness take centre stage.

Awakening curiosity, triggering dialogue, offering snatches of inspiration: that's the ambition of Evok Collection, a committed participant in the cultural and artistic scene. Because a hotel is more than just a place to stay. It's a space for life, movement and emotion. A place where the experience becomes an art.

Our
Commitments:
a Responsible
Vision of Luxury

Bran 22 V-e Ade

Evok Collection's development is part of a strategic approach to sustainability, deeply respectful of the areas in which it invests. Through its "*Ambition for a Better Future*" programme, the group is committed to promoting more responsible tourism and environmentally friendly hotels, while asserting its role as a responsible player in civil society.

Obtaining *Green Globe certification* in 2024 represents a decisive milestone in this commitment. This international award, for sustainable development in tourism, is based on a balanced approach to economic, social and environmental issues, principles that have been at the heart of Evok Collection's values since the company's inception.

This means that the group is implementing a practical, quantifiable strategy, underpinned by tangible, structured actions.

ENVIRONMENT

Obtaining *Green Globe* certification for all the establishments reflects Evok Collection's strong commitment to sustainable development. The group optimises its energy management with automated systems and state-of-the-art temperature control. Reducing waste is a key priority, with initiatives such as the elimination of single-use plastics, the introduction of refillable dispensers and collaboration with partners such as *Les Hôtels Solidaires* and *Moulinot* to recycle and recover waste.



SOCIAL AND SOCIETAL

Evok Collection places inclusion and equal opportunities at the heart of its concerns. The Group supports initiatives such as *Nos Quartiers ont des Talents* to help young people find employment and takes part in initiatives such as *DuoDay* to help integrate people with disabilities. Gender equality is also a priority, with programmes such as *Destins de Femmes* and the *#StOpE* campaign against sexism in the workplace.

Evok Collection imposes ethical standards on its partners, in particular through a *supplier ethics charter* that guarantees compliance with environmental, social and anti-corruption standards. The group is also a signatory to the *United Nations Global Compact*, aligning its strategy with the 17 Sustainable Development Goals (SDGs).

Thanks to these actions, Evok Collection is structuring its development around a shared responsibility: environmental, social and transparent governance. The Group is fully committed to supporting its employees, customers and partners in building a more responsible and sustainable future, while continuing its efforts to minimise its impact on the environment and strengthen inclusion at all levels.



About Evok Collection

Since 2014, Evok Collection has been imagining and developing exceptional destinations shaped by a distinctive vision of luxury: sensitive, cultural and profoundly human. Each property is born from a clear intention: to create vibrant spaces infused with emotion, where aesthetics converse with meaning. Beauty is lived, service is elevated through the art of the gesture, and hospitality is expressed through genuine attention.

Through its two brands, Nolinski and Brach, Evok Collection explores two complementary languages: Nolinski, more contemplative, where culture and tranquillity define an art of time; Brach, vibrant and expressive, where urban energy becomes elegance and shared experience. Both are united by the same ambition: to create places that stand out for their presence, their atmosphere, and the stories they tell.

Attentive to local environments and craftsmanship, Evok Collection anchors its development in a responsible approach driven by respect, sustainability and the transmission of know-how. From Paris to Venice, Madrid, and soon Rome and Gassin in the Gulf of Saint-Tropez, Evok Collection pursues a single vision: to shape an art of living that is free, exacting and sustainable, a luxury of emotion and balance.

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