

Benjamin Piat
appointed General Manager
of Nolinski Paris

Evok Collection announces the appointment of Benjamin Piat as General Manager of Nolinski Paris. In his role since 13 July 2026, he now leads Nolinski's historic Paris address on Avenue de l'Opéra.

A luxury hospitality professional, Benjamin Piat has built his career within leading hotels in Paris and London. Before joining Evok Collection, he was General Manager of Hôtel Pavillon Faubourg Saint-Germain, following previous roles at Pavillon de la Reine, Castille Paris, Metropolitan by COMO and The Landmark London.

His experience combines team management, operational excellence and the development of the guest experience. At the helm of Nolinski Paris, he will support the hotel's continued development and visibility, working closely with both the property's teams and Evok Collection.

This appointment comes at an important moment for **Nolinski**, as the brand enters a new chapter in its development. Its identity continues to evolve and its universe is expanding, with the opening of **Nolinski Golfe de Saint-Tropez in 2027**, followed by **Nolinski Val d'Isère in 2029**.

From Paris to Venice, and soon from the Mediterranean to the Alps, Nolinski continues to shape a distinctive and desirable hospitality brand. Each address develops its own personality while sharing the same vision of hospitality.

NOLINSKI
Paris

16 AVENUE DE L'OPÉRA, PARIS 1^{ER}



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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 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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