



BRACH

UN STYLE DE VIE

PRESS KIT



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INTRODUCTION

Brach Paris is located in the heart of Paris' magnificent 16th arrondissement, where Evok has taken a welcoming and sophisticated approach.

It provides visitors with a joyful, authentic, immersive experience, a contemporary interpretation of life in this community. Here, well-being, energy and attention to detail are for everyone.

The visionary designer Philippe Starck was given carte blanche over its 7000 m² surface area. The result is 1930s-architecture-meets-modernism, Bauhaus, Dada and surrealism, with warm tones and natural, raw materials such as wood, leather, concrete, glass, marble and metal. With its 59 rooms and suites, together with its terraces and the rooftop with breathtaking views over Paris' skyline and the Eiffel Tower, Brach offers a privileged, cosmopolitan and truly astonishing setting. Thanks to its pools, Sports Club, bar, restaurant, delicatessen and patisserie, it is a place of culture and wellbeing, a meeting place that can be enjoyed from morning till night. Intimate yet welcoming to all, Brach is a combination of contrasts and contradictions that are complementary, not clashing.

A vibrant, authentic, unique patchwork.



BRACH HÔTEL

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“Brach is not a hotel, but a unique place of life and culture where poetic mysteries and fertile surprises feed the imagination. Sensual and rigorous, minimal and unconventional, Brach is reigned by raw and modernist romanticism, warmed by multicultural influences from Africa, Asia and South America. It is an unusual place that invites guests on a journey, on an of exploration.”

PHILIPPE STARCK

The lobby is a truly intimate bubble in this open and welcoming place. Located on the first floor in a space reserved for hotel residents, it allows to discreetly welcome guests. The atmosphere is warm and eclectic, a tribe of totems, sculptures and poetic surprises come alive between the ceiling adorned with an original canvas by artist Ara Starck and the floor carpet that reflects it like a mirror.

In the rooms and suites, the 1930s furniture as well as natural and raw materials recall the modernist inspiration of the place.

Brach Paris is at the image of its guests: unique. Therefore, each of the hotel's rooms and suites are different, adapted to the desires and needs of each individual. From the first to the sixth floor: 52 bright rooms from 24 to 42 sqm, where a mini concept store replaces the mini bar and the selection of books and novels is renewed every literary season. On the fifth and sixth floors of Brach: 7 suites from 60 to 200 sqm, opening on terraces with breathtaking views on Paris. All are equipped with a Norwegian bath, and one also has a jacuzzi.

Brach guests have access to the sports club, spa, swimming pools and collective classes. Access on the rooftop garden is reserved for their exclusive use.



BRACH RESTAURANT

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The restaurant is a gateway to the world of Brach. Located on the ground floor and accessible to all, the restaurant is a friendly and generous place where both hotel residents and locals will enjoy sitting and sharing.

The restaurant is an immersion in the cuisine of the Mediterranean region. Healthy, balanced and full of flavour, our cuisine is centred around the products of this area bathed in sun, spices and exotic aromas, selected from inspired and inspiring producers.

Adam Bentalha established his expertise in the most renowned kitchens in Paris: the Ritz, Shangri-La, Royal Monceau and Prince de Galles. As head chef at Brach, his philosophy is simple: cooking can be healthy and balanced without losing flavour and indulgence. Cooking is a story of meetings: those between producers and gourmets, between eating well and living well.

Behind the impressive 20-metres-long counter that opens onto the kitchens, there is a pastry shop, a cocktail bar, a delicatessen, fresh vegetable cabinet, as well as wine and cheese cellars. The restaurant can host up to 160 guests spread between the counter, communal tables and more intimate tables. A further twenty tables are available on the restaurant's terrace.

“ I do not know if it's the cuisine of today or of tomorrow, it's just the cuisine I want to do now”

CHEF ADAM BENTALHA.

Imagined by Philippe Starck, warm, comfortable and time- less, it is a space between modernism and art brut where marble, metal, leather and wood mingle with harmony, where warm and elegant lights reveal unusual objects, surprises, sculptures and unexpected works of art. Ara Starck created the mural artwork as a surrealist ballade of poetic aberrations that run intertwining each other throughout the canvas in the manner of a rhyme to make a single loop.

Music lives on Wednesday and Friday evenings.

DJ set on Monday, Tuesday, Thursday, Saturday and Sunday evenings. Brunch every Sundays.



BRACH TERRASSE DU 1^{er} ÉTAGE

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In this welcoming setting with comfortable multiculturally inspired seating designed by Philippe Starck, you can admire the classical Parisian façades and enjoy the shade of giant Asian bay trees. Strings of lights provide a warm glow, and heating lamps under the awnings chase away any season chill.

Adam Bentalha has created a menu with the flavors of Asia: sushis, ramens or bluefin tuna poke bowls. Fresh-squeezed juices and festive cocktails are also available.

The Brach terrace is open all year round from 4:30pm to 11pm from Tuesday to Saturday. It is covered and heated in winter.





BRACH COCKTAILS & BAR

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Like the restaurant, the bar is a journey immersed in conviviality, generosity and sharing. Inspired by the flavours of the Mediterranean region, the bar team works with fresh products: minute-prepared condiments, mortar-crushed spices, cold-pressed juices and homemade syrups.

The original cocktail menu has been developed by Jérémy Bacquet, Bar Creative Director of Evok Collection.

A mezzes menu is also available to accompany the cocktails.



BRACH BRUNCH

UN STYLE DE VIE

The cuisine of Adam Bentalha, decidedly healthy and voluntarily based on a balance of tastes, uses products from these terroirs bathed in sunlight, spices and the aroma of elsewhere, sharing and flavour.

Brunch makes up the format of the menu and is regularly updated in accordance with the season's dishes.

All the tastes are accompanied by the classic parts of a brunch: pastries, eggs, the Chef's and seasonal specialities, fresh fruit juice and desserts.

We can discover hummus with finger lime, shoulder of lamb with za'atar spices, buffalo mozzarella plait, gluten-free focaccia with Kalamata olives or Provence herbs, crunchy and colourful vegetables and a selection of olive oils from the Mediterranean basin, and mature cheeses; all from our buffet.

Children are welcome in the Workshop, in a private area just for them on the first floor. They are accompanied by a monitor and can enjoy a tailor-made menu and activities.

Brunch at Brach has everything it takes to keep both parents and children happy.

It is accompanied by a live music.

EVERY SUNDAY

From 12pm to 3pm (last booking)

Price: €95 (children €45)*

*Mineral water, regular juices and hot drinks included.

Supplement for detox juices.



BRACH PÂTISSERIE

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Welcoming and gourmet, the pastry shop is conceived as a charming neighborhood store open to all, it is the ideal setting to let free to the imagination of pastry Chef Yann Brys. Awarded by the title “Meilleur Ouvrier de France” in 2011, Yann Brys offers traditional desserts as well as his dashing and colorful original creations that resonate with the Mediterranean inspirations of Chef Adam Bentalha's cuisine.





BRACH CLUB DE SPORT

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Essential element of Brach, the sports club is spread over a 1,000 sqm and takes care of the body in an atmosphere inspired by 1930s boxing clubs. Work out, make progress, get back in shape by yourself or with others. Feel inspired to swim lengths in the 22-metres pool, while the thermal pool, sauna, hammam and salt cave invite to relax.

Individual or collective classes of fitness, pilates, boxing, yoga, gym or weight training are available throughout the day. From traditional fitness to more specific and original activities, 47 hours of swimming lessons and 50 gym class sessions are scheduled each week.

Members and guests of the hotel can take part in complete, personalised fitness and relaxation programmes following the advices of sports coaches, naturopaths and dieticians. Here, body care and preservation come first, for an atmosphere that varies according to the time of day, highly dynamic or relaxing.

A hairdresser also offers his services.





SPA
BRACH
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by CLARINS

Immerse yourself in a warm, cosmopolitan, surprising atmosphere. Brach is all about originality and privacy, and especially excellence and liveliness on all eight stories of this glass house. The 3 treatment rooms (including a double room) of the Brach Spa by Clarins are no exception to this rule. In this subdued atmosphere with the warm hues of wood, Clarins and Brach welcome you to a sensory experience that is an invitation to disconnect from the outside world.

Each treatment also comes with access to the 22-meter swimming pool.

Spa: from 9am to 9pm

Pool & facilities: from 7am to 11pm and 24/7 for hotel guests



BRACH POTAGER

UN STYLE DE VIE

A taste of the countryside takes over Paris' 16th arrondissement. From the 7th floor, there's a 360° view over the rooftops of Paris, with the Eiffel Tower standing tall.

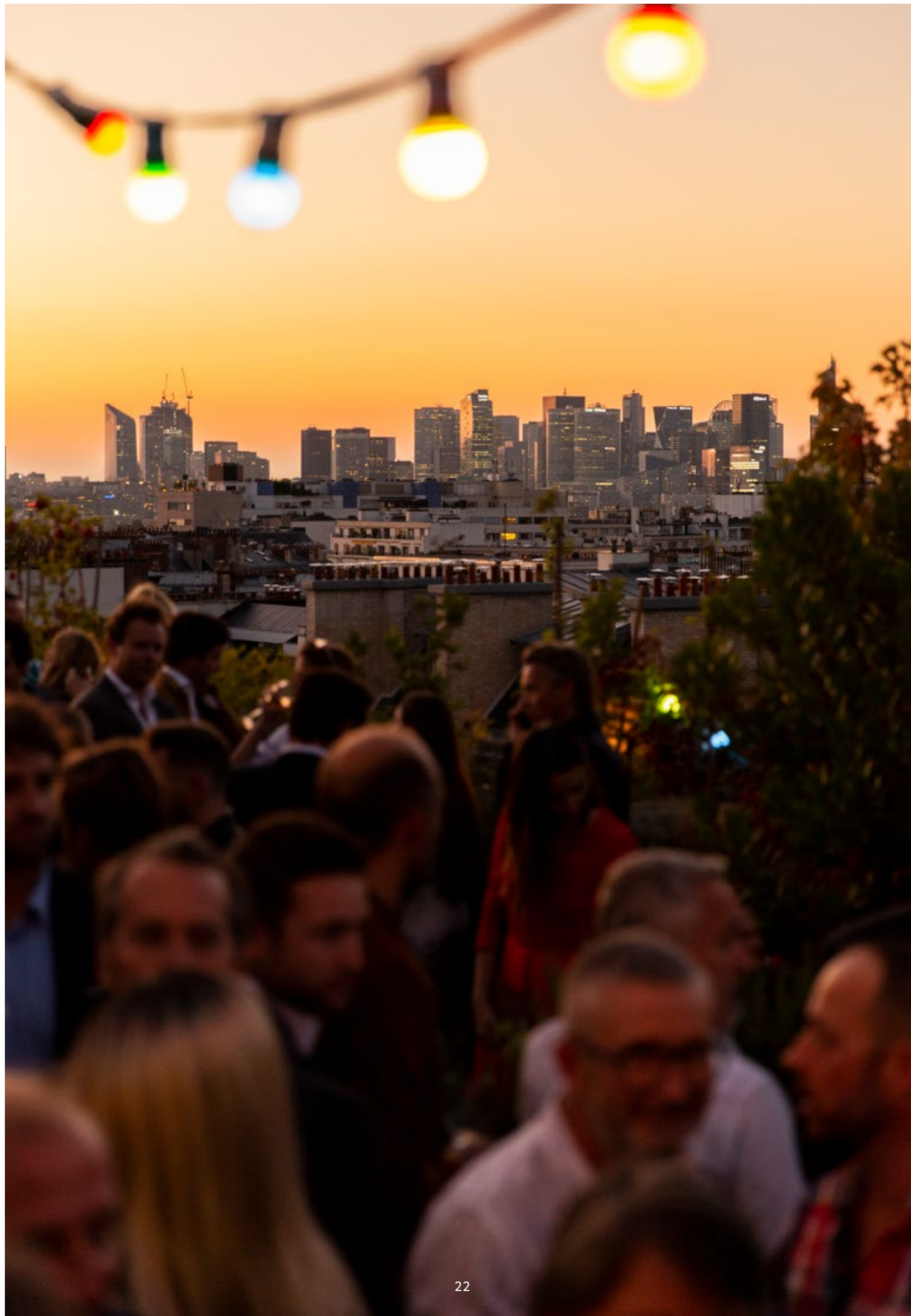
The roof of Brach hotel is transformed into urban garden with its hen house. Aromatic herbs, fruits and vegetables are grown and cared for. And, regardless of what time it is, we indulge in Paris' splendour. Take a break from the hustle and bustle of Paris at any time of day as you watch the city below.

When the weather's warm, from May to September, the Kitchen Garden is opened to visitors....

It's a pleasant breath of fresh air surrounded by herbs, strawberries, and tomato plants. Meet the hens who are happy year-round residents of this urban garden.

The cocktails signed by Jérémy Bacquet accompany with freshness the bucolic menu elaborated in collaboration with Bellota-Bellota.

Opened every day from May to September from 5pm to 1am, without reservation. Depending on the weather.



BRACH
ÉVÈNEMENTIEL
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Brach is open to all and offers private hire of suites, workshops, terraces and the rooftop garden for professional or private events, product launches, filmings, meetings, birthdays, etc.

In each space, for every moment, the menu is inspired by the restaurant's healthy and balanced cuisine, the pastry shop's homemade delicacies or the cocktail bar's creativity. As part of these events, Brach imagines with you gastronomic workshops with chefs, mixologists and sommeliers, sports activities with coaches, as well as creative activities such as pottery or street art classes with selected professionals.



ABOUT PHILIPPE STARCK

The worldwide fame and multifaceted inventiveness of Philippe Starck has always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This is why he is one of the pioneers and one of the central figures of the concept of “democratic design”.

By applying his prolific work to all domains, products of our daily life (furniture, lemon squeezer, electric bikes, individual wind turbine), architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private spatial tourism), he has continually pushed forward the limits and criteria of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, mostly live on an airplane or in "middles of nowhere".

www.starck.com

@starck

ABOUT EVOK

Using property owned by Pierre Bastid, Evok was formed and developed by Romain Yzerman and General Director Emmanuel Sauvage and opened in 2014. The aim of its three co-founders was to create new lifestyles and destinations that change the rules of what a luxury hotel can be. At each of its addresses, Evok offers its guests the welcome of their dreams, providing a unique contemporary interpretation of European culture and lifestyle.

Every Evok brand has its own distinct identity, but what they all share is the desire to provide a warm, authentic atmosphere that draws influence from the various environments in which the hotels are situated. Nolinski is a haven of tranquillity at the very heart of bustling city-centre locations. At Brach, Evok brings a sophisticated, welcoming lifestyle to imposing districts, while at Sinner, it draws on the vibrant energy of a historical neighbourhood, transforming it into an uncompromisingly edgy interpretation of a cultured lifestyle. Evok also invites you into some highly exclusive properties: the Hameau de la Volière, Palais Royal Restaurant, and Cour des Vosges.

Each location has its own brand, ambition, concept, and atmosphere inspired by its surroundings. For every project, the aim is to identify a suitable location, bring it to life and give free rein to the imagination of Evok’s chosen designers: Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer and LeCoadic-Scotto, among others. The end goal is to provide unique, joyful moments of pleasure and wellbeing through outstanding service and the careful curation of every detail.

The group aims to be a key contributor to society, helping its team members to grow, imparting expertise and life skills, energising and striving for a more environmentally friendly future. It is our way of giving back, sharing our successes and promoting an exchange of skills and ideas as part of a project that goes well beyond the company itself.

Evok has developed real flair and expertise in the hotel, restaurant and wellness industries. From creating new hotels to refurbishing existing ones, in the group’s native France and beyond, we offer bespoke services thanks to our strong management, auditing and consulting expertise.

Building on a collection of six extraordinary premises, the story continues with the international expansion of the group’s brands: Nolinski in Venice (2023), and Brach in Madrid (2023) and Rome (2025).

www.evokcollection.com
@evokcollection

INFORMATIONS

HÔTEL	5 stars 59 rooms and suites Classic room from 260 ft²
CLUB DE SPORT	1000 members 2 pools (22m x 6m et 5m x 6m) Daily collective classes Consultations: Naturopathy, Dietary...
SPA BY CLARINS	Body, face, men treatments Manicure by Manucurist Hairdresser - barber
FOOD SERVICES	Restaurant (160 guests spread + 20 on the terrace) 1 st floor terrace Rooftop Kitchen Garden Bar Pastry boutique open from 9:30am to 8:30pm
OUTDOORS SPACES	Terraces Rooftop garden Localisation: Trocadero, Tour Eiffel
ACCESS	Localisation: Trocadero, Tour Eiffel Address: 1-7 rue Jean Richépin 75116 Paris Metro: Rue de le Pompe La Muette Tél.: +33 (0)1 44 30 10 00 www.brachparis.com @brachparis

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