



EVOK

“The welcome of their dreams”



Nolinski
Paris, Venezia



Brach
Paris, Madrid, Roma



Sinner
Paris

Cour des Vosges
Paris



Palais Royal Restaurant
Paris, Venezia



Bast
Courchevel

Group

6
BRANDS

10
ADDRESSES

6
AREAS OF EXPERTISE

600
EMPLOYEES

Using property owned by Pierre Bastid, Evok Evok is a hotel operator, owning and operating brands in France and abroad through management contracts. It 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. After Nolinski in Venice (June 2023), Brach Madrid (2024) and Brach Roma (2026) will expand the collection.

Brands



NOLINSKI

Nolinski is located in the heart of lively central neighborhoods and monuments and offers a discreet haven of well-being. From Paris to Venice, Nolinski elegantly bring together French art de vivre and extremely attentive service. The soothing spa is a world away from the hustle and bustle of the city. It's a certain vision of luxury that is more personal, more serene. Timeless, Nolinski plays with materials and rules, with iconic pieces in a classic setting that resembles private apartments. It has a unique character with a contemporary aesthetic that combines refinement.

BRACH

UN STYLE DE VIE

In Paris and soon in Madrid and Roma, Brach settles in the heart of magnificent neighborhoods and revives a welcoming and sophisticated art de vivre. It provides visitors with a joyful, authentic, immersive experience, a contemporary interpretation of life in this community. Here, wellbeing, energy and attention to detail are for everyone.

Everyone feels comfortable, welcomed, loved, and appreciated. The poetry and magic of the place imperceptibly envelop the guests. In each city, Philippe Starck adapts the style of each destination. Hotels, sports clubs, swimming pools, pâtisserie, kitchen garden, terraces, and bars: Brach is everything all at once. Hybrid and surprising, Brach is constantly resonant.



SINNER

Sinner lies in the heart of the historical, bustling and diverse districts. Evok has drawn on this energy to create an uncompromisingly intriguing hub of wellbeing and culture. Unveiling its own narrative of the city, Sinner expresses its vision of a liberated style, far removed from established traditions. Sinner is a trailblazer, adding a touch of mischief to the luxury and elegance of the capital's most beautiful addresses. For the first time, it brings together religious and historical heritage, glamour and mystery at one remarkable location.

Sinner sees things a little differently and doesn't do anything the ordinary way.



COUR DES VOSGES PARIS

Built from the stone of the Kings of France, Cour des Vosges is rewriting its history. The Marais district, Paris; the royal square of the famous Place des Vosges. Evok has awakened and poetically transformed a sleeping beauty, the former Hôtel de Montbrun, a listed historical monument where time appears to have stood still. Respecting the shapes and volumes of the period, trees and archways enter the intimate environment of the bedrooms. Every room enjoys a magnificent view of the square, constructed under King Louis XIII with its pink brick mansions crowned with slate roofs. Today, the twelve rooms and suites of this 17th century residence offer private spaces, a tearoom, a shady terrace and Roman bath, with all four floors decorated by designers Lecoadic-Scotto.



PALAIS ROYAL

RESTAURANT
PHILIP CHRONOPOULOS

A gourmet restaurant in an exclusive setting, it offers coherent modern cuisine combining excellence and taste through French expertise and the Mediterranean identity of Greek Chef Philip Chronopoulos. From Paris to Venice, the Chef offers a distinct menu that is full of emotions, where pleasure and generosity have pride of place in a warm, subdued atmosphere. Elegance is always present. It's revealed in a smile, a considerate gesture, or a detail — which combine to make this an exclusive Michelin-starred restaurant.



BAST

VILLAS & CHALETs

In the heart of Courchevel 1850, the Hameau de la Volière includes two exceptional chalets. With meticulous attention to Alpine traditions, they are distinguished by warm interior design that is elegant and comfortable with contemporary lines, blending old wood and stone. Both a refuge and a perfect base for exploring, the Hameau de la Volière is the epitome of the high-altitude French lifestyle.

Places



HOTELS

Evok designs exceptional hotels that linger in the mind, are instantly noticed, and clearly stand out. This is Evok's bold approach: always going off the beaten path. Venturing forth where others do not dare. Embodying and humanizing a lifestyle beyond temporary trends and fashions while creating hotels that become the beating hearts of their neighborhoods and breaking the rules in order to unite people and bring them together.

- Nolinski Paris, Venezia
- Brach Paris, Madrid, Roma
- Sinner Paris
- Cour des Vosges



VILLAS

What makes them so special is that feeling of exclusive freedom, the privilege of being far from the crowds, in a glorious environment, a remarkable, intimate villa offering extraordinary comfort and well-being. With the BAST brand, Evok boasts a unique collection of villas and chalets in inspiring destinations and all in harmony with nature. Every moment spent there is precious and unforgettable, thanks to a dedicated team offering a 5-star, tailor-made service.

- Hameau de la Volière Courchevel



RESTAURANTS & BARS

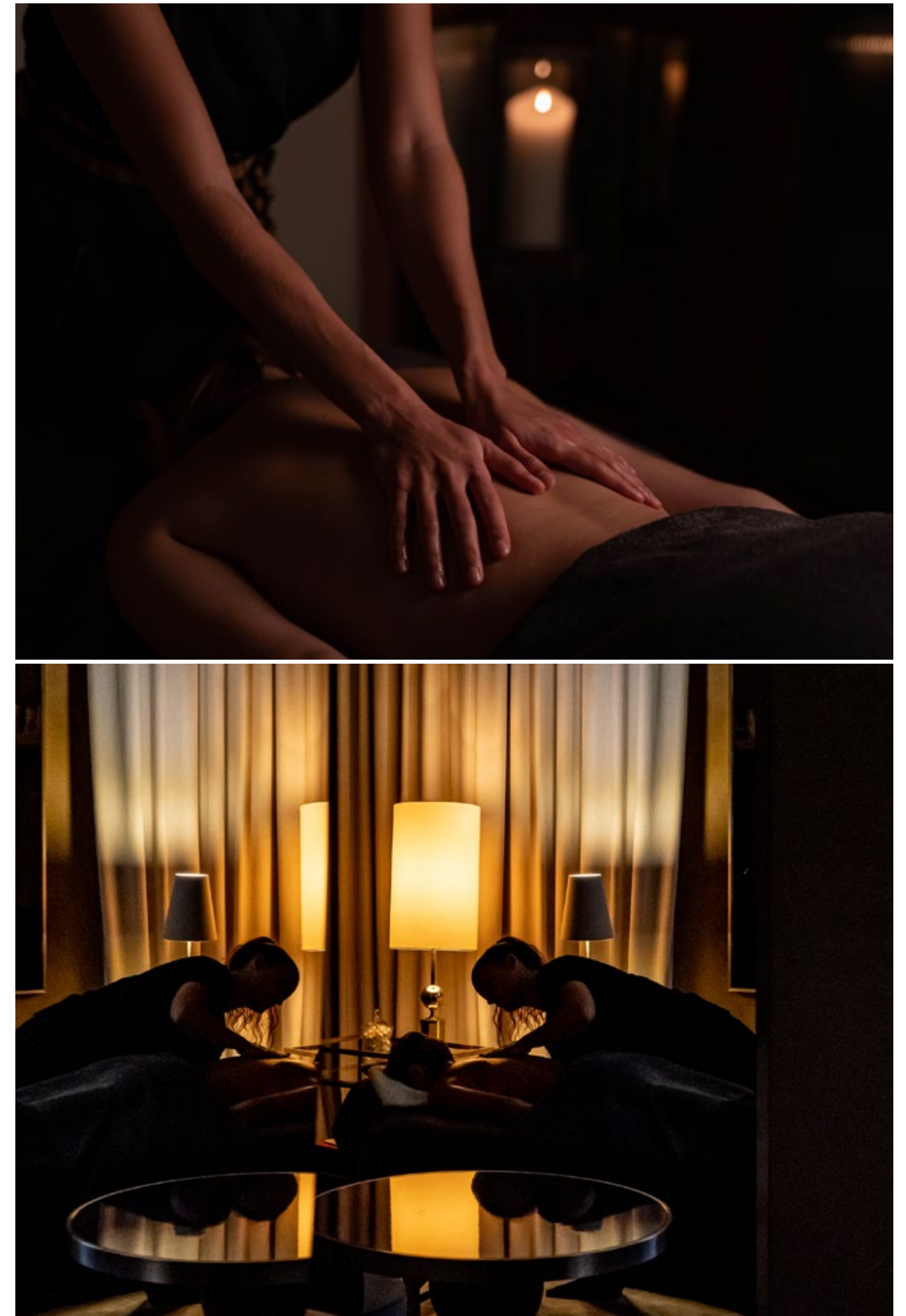
Evok excels at creating places that are different, sites for curiosity where things happen. Unique locations and restaurants that observe the daytime and tame the night. Our expertise is expressed beyond concepts, and nothing is left to chance.

- Palais Royal Restaurant by Philip Chronopoulos, 2 Michelin stars, Paris, Venezia
- Nolinski Le Restaurant Paris, Nolinski Il Caffè Venezia
- Le Restaurant Brach Paris, Madrid, Roma
- Le Restaurant Sinner Paris
- Cour des Vosges

Two Executive Chefs:

- Philip Chronopoulos
- Adam Bentalha







SPORTS CLUB & WELLNESS AREA

Evok has designed its sports clubs to take care of bodies and minds and to send energy throughout the hotels where they are located. They are places for meeting people and for feeling your best. Everyone works out at their own pace, selecting appropriate activities with the guidance of expert coaches.

- Brach Paris, Madrid, Roma



PASTRIES

Evok gives free rein to the imagination of Head Pâtissier Yann Brys Meilleur Ouvrier de France 2011. Whether it's traditional desserts or unique delicacies, he creates innovative desserts for Evok hotels that change with the seasons.

- Brach Paris, Madrid, Roma
- Cour des Vosges « Brach La Pâtisserie » counter





Consulting

Evok invents a new vision of the hotel, restaurant and wellness industry. The Evok team is expanding its offering to encompass a tailor-made "Audit and Consulting" support service. Evok brings its strategic and practical expertise, customer experience and acute sense of detail to manage every project that you entrust us with.

A sharp and adapted strategy, a sense of detail and hand-sewn concepts. Evok offers its expertise and advice in several areas of intervention:

- Hospitality
- F&B
- Spa
- Sports Club

Missions

- Strategic vision
- Concept creation
- Project management assistance
- Operations & Human Resources
- Finance: from business plan to management control implementation
- Corporate identity creation
- Marketing & communication
- Partnership & sourcing
- Sales



Management

Evok brings its expertise to the owners of white label properties or Evok licensed brands, whether under mandate, contract or in partnership. Following an audit, the Evok team will manage all day-to-day activities : service implementation, commercial positioning, deployment of marketing and communication strategies, financial monitoring and daily operations.

Areas of expertise:

- Hospitality
- F&B
- Spa
- Sports Club



Goals

GOALS FOR A BETTER FUTURE

To support the development of the group and its properties - the Palais Royal Restaurant, Nolinski, Brach, Sinner and Cour des Vosges – a forward-looking approach to continuous improvement and Corporate Social and Environmental Responsibility (CSER) has been implemented and reflected in our “Goals for a Better Future” programme. The objective for Evok Collection is to contribute to a more responsible hotel sector through a whole series of measures and to play a truly active role in civil society within our social and economic environment.

The “Goals for a Better Future” programme subscribes to the ten principles of the United Nations Global Compact on human rights and international standards regarding labour, the environment and anti-corruption. The organisation’s 17 Sustainable Development Goals have permitted to orchestrate the implementation of various CSER measures throughout the group, paying particular attention to actions of a social and societal nature. This thinking is also fuelled by the involvement of Emmanuel Sauvage, Co-Founder and CEO of the group, in various French and international think tanks and professional bodies, where political action and the anticipation, evaluation and devising of solutions all facilitate work for the common good.

2023 is for Evok Collection a year focused in particular on inclusivity as regards people with a disability. To sustain its stability, activities and economic model, the group is expanding, with several new European

openings planned by 2026: Venice in 2023, Madrid in 2024 and then Roma. The group will have doubled in size within 5 years.

Understanding and anticipating our guests’ expectations is essential to invent a new, more responsible and sustainable way of travelling, whilst protecting the well-being and safety of all. It is up to players such as Evok Collection to be proactive in driving this process and in bringing the players in the hospitality sector as a whole along with us. This sustainable development policy on which EVOK has now embarked is designed to be shared with the environment of each property, including staff, guests and suppliers.

MANAGEMENT TEAM



EMMANUEL SAUVAGE
CO-FOUNDER & CEO

With over twenty years of experience in the luxury hotel industry, Emmanuel Sauvage has a solid grasp of the hotel sector. He climbed the ranks to become General Manager of hotels such as the Burgundy Paris. In 2014, he joined Pierre Bastid's family office to create and establish the Evok Group. This passionate hotelier developed his vision, guaranteeing quality of service, and personalised service. Emmanuel Sauvage perceives his role as a conductor whose success cannot be conceived without developing the men and women who contribute to Evok.



MADELEINE SADIN
DEPUTY GENERAL DIRECTOR
OPERATIONS, SYSTEMS, SALES,
YIELDS, QUALITY AUDITS

20 years of hotel experience alongside Emmanuel Sauvage have shaped her passion for her profession. She worked in several establishments, climbing the ladder to several managerial positions. She took part in her first opening at the Burgundy as operations manager. In 2015, she joined Evok as deputy general director. Her areas of expertise are quality, sales, yield, and operations.



CHRISTINE FARGEAUD
DEPUTY GENERAL DIRECTOR
HUMAN RESOURCES

Both in France and internationally, she has honed her skills at Disneyland Paris, the Mandarin Oriental in London, and then the L'Ermitage Hotels in Los Angeles, the Lutetia Paris, and the Royal Monceau Raffles. Christine has headed up many different teams in the hospitality field. She is an expert in recruiting, management consultancy, labour relations and risk management. She joined the Evok adventure in 2022 as Human Resources Director.



SOLENN GUBRI
DEPUTY GENERAL DIRECTOR
MARKETING & COMMUNICATIONS

Before discovering the hotel world, her 15 years of experience at LVMH's Grande Épicerie de Paris — first as marketing manager, then as marketing and image director — forged her expertise in the field of marketing and communications. It's just a small step from the world of luxury retail to the hotel industry, and in 2018 she joined Evok. Her mission is to direct the group's marketing and communications strategy, from press relations to social media, and including project management and artistic direction.

MANAGEMENT TEAM



ANTHONY HAMET
DEPUTY GENERAL DIRECTOR
ADMINISTRATIVE & FINANCIAL

After studying corporate finance in business school, he joined the hotel industry, working at Bristol Paris as an accountant and cost manager, then as comptroller. This allowed him to perfect his expertise in budget creation and management, earnings statement analysis, and the implementation of decision-making tools. He joined Evok in 2017 where, building on his expertise, he participated in five openings and contributed to creating and managing the financial structures for all the units in the group.



HAMEL GHEMRI
OFFICE MANAGER

After obtaining a doctorate in political communication at Sciences Po, she joined the Presidential Cabinet and became the Personal Assistant to the President of the French Republic in 2013. She subsequently expanded her expertise in marketing and PR at Condé Nast Publication in New York and also at Netflix. She then joined the Decathlon Family Office as Executive Assistant to its Chairman. In December 2023, she joined Evok, lending her expertise to Emmanuel Sauvage's strategic projects.

EXECUTIVE CHEFS



ADAM BENTALHA
EXECUTIVE CHEF
BRACH & SINNER

Adam Bentalha very quickly moved up the culinary staff ladder at Michelin-starred restaurants at the Ritz, Shangri-la, Royal Monceau, Hotel Royal Savoy in Lausanne and the Prince de Galles. He joined Evok in 2018 as Executive Chef of the Brach Paris, then the Sinner before heading up the restaurants at the Brach Madrid and Roma. Adam is full of innovative ideas and flavours, guided by his passions for gourmandise and sharing. His sunny culinary creations reflect his know-how and origins and are blended with his childhood memories.



PHILIP CHRONOPOULOS
CHEF EXECUTIF
PALAIS ROYAL RESTAURANT
& NOLINSKI

With his Greek background, Philip is passionate about the culinary arts. After his training at the Ecole Paul Bocuse, he got his start in haute gastronomie and took part in the opening of the Atelier Robuchon, in London. Later, he joined Alain Passard at the Arpège before returning to Joël Robuchon's side in order to develop his culinary creativity, and took part in launching the Atelier Robuchon Étoile.

BUSINESS EXPERTS



JÉRÉMY BACQUET
BAR MANAGER

With a wealth of international experience in Melbourne, London and New York, under his belt, Jérémy Bacquet was named Best Barman Apprentice in France in 2016, when he was working at the Peninsula Paris. As a former elite athlete, Jérémy is driven by challenges. He joined Evok in August 2019 as Head Barman at the Brach, then at the Nolinski and the Sinner. He is now the Creative Director of Evok's bars. Jérémy likes to give customers a unique experience by creating cocktails tied into the DNA of each hotel. He does so by striking a perfect balance between flavours and visuals.



PAULINE BLIN-BIELLI
DIRECTOR OF THE CUSTOMER
EXPERIENCE & CONCIERGE

Having gained a European Bachelor's degree in International Conciergerie and Guest Experience in 2013, she began her career at John Paul as a Concierge Manager. In 2017, she widened her career spectrum with responsibility for the EMEA market as Guest Experience and Quality Manager. In October 2021, she joined Accor, in charge of developing the group's guest satisfaction and quality strategy, incorporating within it a strong business focus. On 1st March 2023, she joined the Evok adventure, becoming General Manager of the Concierge Service.



IVAN CLEMENS-JONES
REVENUE MANAGER

After his studies in hotel management, he begins his career in the rooms division and contributes to the opening of a listed boutique hotel in Brussels, quickly moving up to managerial and directorial positions. A true all-rounder and result-oriented, his in-depth knowledge of the field opens him to new management opportunities within the 5-star Barrière group. Building on his operational experience and specialization in Revenue Management, he joins EVOK in 2020 to structure and manage revenue and distribution strategies tailored to each brand in the collection.



DARIO DAOUD
ARTISTIC DIRECTOR

Having always been a self-taught enthusiast of the graphic arts and culture, Dario Daoud started his career at prestigious advertising companies such as Proximity, BBDO, and devarrieuxvillaret. He then became a lifestyle consultant. He has supported the Evok group from the beginning with various print or digital products. He creates the visual identities of the hotels in all of their various versions.

BUSINESS EXPERTS



MAZEN KAIS
TECHNICAL DIRECTOR

After his studies in hotel management, he begins his career in the rooms division and contributes to the opening of a listed boutique hotel in Brussels, quickly moving up to managerial and directorial positions. A true all-rounder and result-oriented, his in-depth knowledge of the field opens him to new management opportunities within the 5-star Barrière group. Building on his operational experience and specialization in Revenue Management, he joins EVOK in 2020 to structure and manage revenue and distribution strategies tailored to each brand in the collection.



SANDRINE KOUYOUMJI
DIRECTOR OF HOUSEKEEPING

After completing a hospitality training programme, Sandrine joined the Bristol in Paris, where she worked her way up to the Meilleur Ouvrier de France award, France's top distinction, in the Head of Housekeeping category in 2007. She now serves as Head of Housekeeping at four of the group's hotels – Nolinski, Brach, Sinner and Cour des Vosges. Her goal is to share her know-how and passion for her profession. She is coordinating the group's upcoming international openings in her areas of expertise.



CAROLINE KRANCENBLUM
DIRECTOR OF SALES

After studying business in Paris and California, she embraced the hotel world with operational experience in London, Miami at the Delano, and New York at the Royalton. Positions in events, especially at the Hotel Café Royal in London, led her to sales, first in London and then in the well-being industry in Paris. She joined Evok in 2021, bringing her expertise and skills to the international hotel industry.



DORIAN LOMBART
FOOD & BEVERAGE MANAGER

After earning a university degree in human resources and staff administration, Dorian embraced a career in restaurant management with Chef Eric Frechon at the Brasserie Lazare. He then joined Akrame Benalal at the Shirvan, which he helped open as a Deputy Manager. He joined the Brach Paris before it opened as Head Restaurant Manager in 2018. He was then named Evok's Head Restaurant Manager, taking part in new openings.



JEAN-BAPTISTE ROL
PROJECT MANAGER

After studying hotel management, he worked for various luxury hotels, especially in accommodation services. In 2015, he joined Evok as assistant to senior management. Alongside Emmanuel Sauvage, he perfected his expertise in project development and participated in all the group’s openings in France and abroad. A true maestro, he monitors projects from A to Z, including construction, interior design, and operation.

EVOK PRESS COORDINATION

EMMA KALADJIAN DE AZEVEDO
ekaladjian@evokcollection.com

PRESS CONTACT

France

BÉATRICE KORB KAPLAN
beatrice.korb@agenceproches.com

United-Kingdom

CLARE JACKSON
evok@bacchus.agency

USA

CARA CHAPMAN
cara@bacchus.agency

Middle-East

DANIA SAWEDEG
dania@hfaconsultancy.com

Italy

JASMINE LE VAN KIM
jasmine@levankim.it

Spain

CARLOTA LARIO AGUADO
carlota@brandscomm.com



EVOK

17 AVENUE DE L'OPÉRA, 75001 PARIS

T. +33 (0)1 58 12 03 03

CONTACT@EVOKCOLLECTION.COM

EVOKCOLLECTION.COM