

# BRACH

UN STYLE DE VIE

## ASSOULINE TRAVEL LIBRARY

POP-UP JUNE 21 / AUGUST 8



PRESS RELEASE JUNE 2021





From June 21<sup>st</sup> to August 8<sup>th</sup>, luxury publisher Assouline will set up shop at Brach Paris for a brand-new pop-up store. This short-term bookstore will offer beautiful coffee table books from Assouline's Travel Series. As part of the Classics Collection, these titles are presented in eye-catching, vibrant textured hardcovers inspired by the destination. While browsing through the images within each page, readers are invited to journey through some of the most sought-after cities through anecdotes, hot spots and figures that have made the locations iconic. This is a natural collaboration between Assouline, with its contemporary vision of publishing, and Brach's sense of relaxed luxury designed by Philippe Starck.

Working with the greatest designers, photographers, artists, and architects around the world, Assouline publishes books that are both beautiful and thought-provoking. Their vast collection of aesthetically vibrant, inspiring books has drawn the attention of readers everywhere.

Assouline's Travel Series includes eighteen books, each focusing on dreamy destinations such as Ibiza, Mykonos, Palm Beach, Comporta, and many more. Each volume is a journey of beauty and joy that creates its own unique world.

INFORMATION  
UNIT PRICE: €95  
EMAIL: [CONTACT@BRACHPARIS.COM](mailto:CONTACT@BRACHPARIS.COM)  
TELEPHONE: 01 44 30 10 00







---

## ABOUT ASSOULINE

Founded in Paris, by Prosper and Martine Assouline in 1994, Assouline is the first luxury brand on culture. The brand's story began with the desire to create a new, contemporary style of book, using the couple's experienced eye for visually rich stories and compelling narratives.

Guided by their passion for knowledge, culture and travel, the Assoulines have since expanded their vision to fifteen hundred titles in five main collections and have curated some of the world's most aspirational private libraries. Throughout the last quarter of a century, the brand has established a family of international boutiques in prominent places across the globe, with each location contributing to their vast collection of titles, as well as their personal curations of rare books and objects—creating the perfect cabinets de curiosités.

With a distinguished team of creative talents and exceptional producers—which includes the founders' son Alexandre—the brand continues to reinvent the notion of true luxury. Assouline's roster of collaborators include some of the world's most respected artists, photographers, writers, designers and more, who together, help tell a story.

Assouline continues to exude an unparalleled signature style and elegant savoir faire, which has globally redefined modern publishing.

[www.assouline.com](http://www.assouline.com)

@assouline

---





## ABOUT BRACH

Brach is the first Evok hotel offering a laid-back lifestyle. Located at the heart of Paris' 16<sup>th</sup> arrondissement, Brach is a unique and luxurious place.

The hotel offers an immersive and inspiring experience for visitors discovering the French capital, and a new vision of neighbourhood life for locals and regulars.

A surface area of 7000 m<sup>2</sup> where free rein was given to the visionary imagination of designer Philippe Starck. Architecture of the 1930s meets modernism and something of Bauhaus, of Dada and the Surrealists. Warm colours have been combined with natural and raw materials including wood, leather, concrete, glass, marble and metal. With its 59 rooms and suites, terraces and rooftop garden with breathtaking views over the rooftops of Paris and the Eiffel Tower, Brach is a cosmopolitan and surprising living space. With its swimming pools, sports club, bar, restaurant, grocery store and pastry shop, Brach is a place of culture for living well and meeting people from morning to night. Intimate and open at the same time, Brach is a combination of contrasts and opposites that complement each other without ever clashing.

A living patchwork that is both surprising and sympathetic.



EVOK PRESS COORDINATION

MARTIN MOUNOT

*mmounot@evokhotels.com*

---

PRESS CONTACT

FRANCE

---

BÉATRICE KORB KAPLAN

*b.korb@bmrp.fr*

UNITED KINGDOM

---

ELLIE TAYLOR-ROBERTS

*ellie@bacchus.agency*

USA

---

CARA CHAPMAN

*cara@bacchus.agency*

MIDDLE-EAST

---

DIANA IONESCU

*diana@the-socialiser.com*

RUSSIA

---

MARINA SENKEVICH

*m.senkevich@labibliotheque.ru*

BRACH

UN STYLE DE VIE À PARIS

1-7 RUE JEAN RICHPIN

75016 PARIS

CONTACT@BRACHPARIS.COM

TEL. +33 (0)1 44 30 10 00