




BRACH

UN STYLE DE VIE

WINTER
POP-UP STORES

PRESS KIT



This December, Brach is hosting 4 pop-up stores from 26th November to 23rd December. For a month, four brands will be taking over the entrance one after the other to showcase their creations. A great way to spoil yourself during the Christmas season.

On the programme:

BY CLO EDITION

KUJTEN

ATELIER PAULIN

GIOLA

By Clo Edition, 26th November - 2nd December

By Clo Edition will be the first to exhibit from 26th November to 2nd December. This brand, created in 2014, is inspired by local and international craft traditions and offers original creations and decorative objects, handcrafted by people who love the materials, shapes and beauty.

Kujten, 3rd - 9th December

The Kujten brand will then take over the entrance to the Brach from 3rd to 9th December. Although its name is taken from the highest peak in Mongolia, the iconic home of cashmere, where the brand manufactures its designs, its style is distinctly Parisian. Over the course of the seasons and our travels, Kujten creates an all-cashmere fashion, with a wealth of colours and style details, transforming classics and inventing its own timeless pieces for a contemporary and colourful cashmere wardrobe.

Atelier Paulin, 10th - 16th December

Two weeks before Christmas, from 10th to 16th December, the Atelier Paulin will present a line of jewellery made with integrity and authenticity: unique expertise, high-quality materials, original stones & impeccable craftsmanship for exceptional quality and finesse.

Gioia, 17th - 23rd December

To conclude this Christmas market, from 17th to 23rd December, Gioia will showcase its selection of sophisticated jewellery, chosen by the dynamic mother and daughter team Véronique and Virginie Morana for special occasions and to embellish everyday life.



THE PROGRAMME

ByClo Edition

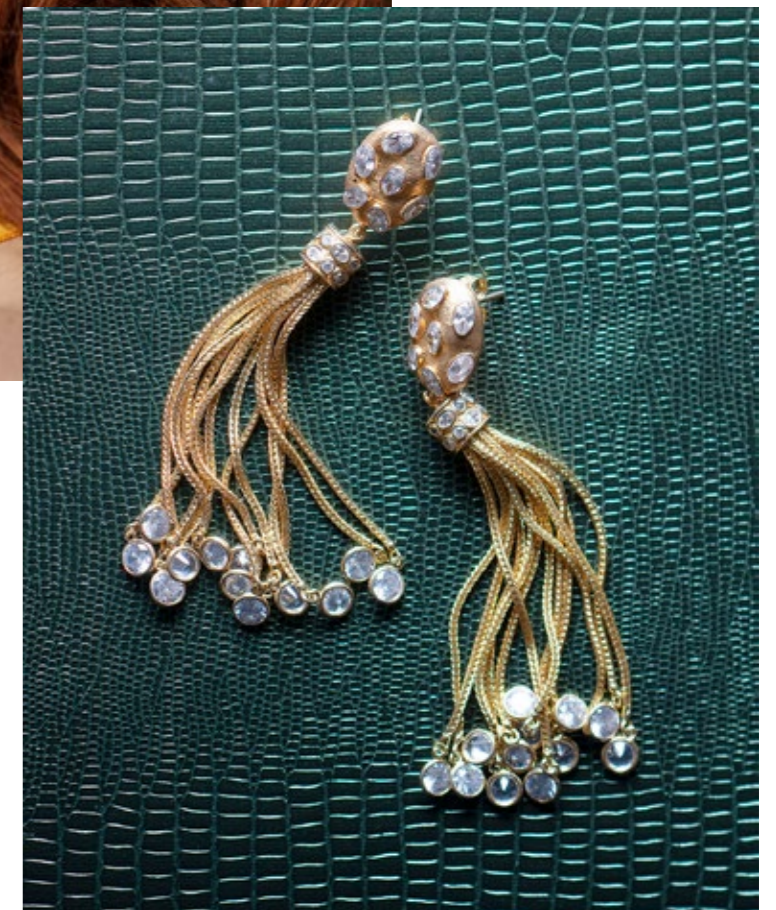
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Atelier Paulin
10th to 16th December



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Gioia
17th to 23rd December

ABOUT BRACH PARIS

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, wellbeing, 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.

www.evokcollection.com @evokcollection

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