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EVOK



THE HIVE  
COLLECTION 2023

PRESS RELEASE  
FEBRUARY 2023



# EVOK PRESENTS ITS COLLECTION OF CHOCOLATE CREATIONS.

This year, Yann Brys, Best Craftsman of France award winner and Director of Evok's sweet creations, has put together a collection with a countryside feel: four chocolate interpretations on a beehive theme. Each property will have its own limited-edition creation to delight the taste buds of children and grown-ups alike.

Children will gather for an egg hunt, run in partnership with Valrhona, at the Sinner Paris on the afternoon of Wednesday 22nd March and at the Brach Paris on the afternoon of Wednesday 29th March. This is a sociable occasion where children and their parents set off together in search of pictures hidden on different floors, before receiving their reward of a chocolate surprise. Registration essential.

## BRACH SWARM OF BEES

46% Single Origin Dominican Republic milk chocolate, 64% Dominican Republic dark chocolate ganache with blossom honey and jellied orange. €55

# BRACH

UN STYLE DE VIE





### NOLINSKI BEE

46% Single Origin Dominican Republic milk chocolate, soft honey and pollen marshmallow with almond praline. €55



**NOLINSKI**  
PARIS



### SINNER BEE

62% Single Origin Brazilian dark chocolate with honey puffs, enrobed in 40% milk chocolate. €55

**SINNER**





**COUR DES VOSGES  
BEE**

33% Single Origin Madagas-  
can milk chocolate with alfalfa  
honey ganache and crispy  
Baklava. €55



**COUR DES VOSGES**  
PARIS



**BOOKINGS & ORDER COLLECTIONS**  
3<sup>rd</sup> - 10<sup>th</sup> April 2023

**BRACH PÂTISSERIE COUNTER**  
1-7 Rue Jean Richepin 75116 Paris  
Tel: +33 (0)1 44 30 10 00

**COUR DES VOSGES  
BRACH PÂTISSERIE COUNTER**  
19 place des Vosges 75004 Paris  
Tel: +33 (0)1 42 50 30 30

**EGG HUNT REGISTRATION**  
[www.evokcollection.com](http://www.evokcollection.com)  
Registration essential



## 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 (2024) and Rome (2025).

## EVOK PRESS COORDINATION

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