

PRESS RELEASE

BRACH

UN STYLE DE VIE

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HEIMSTONE

Heimstone is showing its Val d'Isère collection at Brach

Starting in February 2023, Brach Paris is beginning a partnership with Heimstone. The brand will show its highly distinctive original designs, including its Val d'Isère après-ski collection, at the Sports Club.

Alix Petit, the company's founder and creative director, unleashes her uninhibited creativity, love of textile work and passion for prints in each of her collections.

Liberty, distinctiveness, boldness and the art of living permeate Heimstone designs. So, the brand's collections are perfectly at home in the Brach, where the warm colours and natural, raw materials bring out the bold, luminous shades in the Heimstone collections.





ABOUT HEIMSTONE

Inspired by her travels and driven by her personal desires, Alix Petit launched Heimstone in 2007 with the dream of creating a brand to empower women.

Alix generates uniqueness in each of her designs through prints and fabrics created exclusively by and for Heimstone. Guided by her brush, her dreams and her travels, she frees herself from trends to focus on the essential.

At Heimstone, it's not the trend that inspires the design but the design that inspires the trend.

Heimstone collections tell stories. Firstly, about travels, largely inspired by the regions of the world explored by Alix and secondly, stories about style, all spontaneous and free from trends, charting their own course.

Heimstone is not only a clothing business, it's a free and uninhibited art of living, brimming with creativity.

ABOUT BRACH

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.

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