

PRESS RELEASE

# BRACH

UN STYLE DE VIE

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**mañana**  
Maison d'édition



# POP-UP MAÑANA MAISON D'ÉDITION

18<sup>TH</sup> – 25<sup>TH</sup> MARCH 2023

Brach Paris is playing host to a pop-up Mañana Maison d'Édition store from 18<sup>th</sup> to 25<sup>th</sup> March 2023. Like a foretaste of summer, this is the dream opportunity to bring a bit of Latin America into your home.







#### ABOUT MAÑANA MAISON D'ÉDITION

Mañana Maison d'Édition showcases Mexican arts and crafts and traditional know-how. You'll find a selection of lovely goods for the home, including ornaments and interior design items, tableware, textiles and accessories. Each unique piece is steeped in a cultural heritage and embodies the values of committed craftsmen and designers.



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## ABOUT BRACH

Brach Paris is located in the heart of Paris' magnificent 16<sup>th</sup> 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 m<sup>2</sup> 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.

### EVOK PRESS COORDINATION

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