



BRACH

UN STYLE DE VIE

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MAIÔ

PARIS

PRESS RELEASE





Brach Paris  
is launching a partnership  
with MAIÔ Paris starting  
mid-April 2023.

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The brand will show its collection of unique, elegant swimwear at the Sports Club. These pieces are stylish and bold, guaranteed to make an impression whether at the seaside or on summer evenings.

Born from the wish to transform the swimsuit and its traditional image, MAIÔ Paris fits right in at the Brach Paris, with its distinguished, laid-back look.



#### ABOUT MAIÔ PARIS

The designer Sophie Gabison has drawn her inspiration from her own experience, to put an end to the traditional swimwear image and imagine bold pieces instead. The brand combines innovative design with high-quality expertise to create styles that are not only unique but also distinguished and laid-back.

MAIÔ Paris is a chic, ethical brand, whose pieces are designed right in the heart of Paris then manufactured in Portugal, entirely from French fabrics.



## 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

SOLENN GUBRI  
*sgubri@evokcollection.com*

### PRESS CONTACT

#### FRANCE

BÉATRICE KORB KAPLAN  
*beatrice.korb@agenceproches.com*

#### UNITED-KINGDOM

NICOLA FRANKLIN  
*nicola@bacchus.agency*

#### USA

CARA CHAPMAN  
*cara@bacchus.agency*

#### MIDDLE-EAST

DANIA SAWEDG  
*dania@hfaconsultancy.com*

#### ITALY

JASMINE LE VAN KIM  
*jasmine@levankim.it*

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1-7 RUE JEAN RICHPIN  
75016 PARIS  
BRACHPARIS.COM  
TEL. +33 (0)1 44 30 10 00