

# BRACH

UN STYLE DE VIE

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# GIOIA



28<sup>th</sup> June - 8<sup>th</sup> July 2023

PRESS RELEASE



Brach Paris is hosting a Gioia pop-up from 28th June to 8th July 2023. The perfect opportunity to discover and rediscover a selection of sophisticated, dazzling jewellery chosen by the dynamic mother-daughter team of Véronique and Virginie Morana.

In perfect harmony, Véronique and Virginie Morana are a dynamic mother-daughter duo. They adorn women, giving them that little extra something that makes them unique and appealing. The brand combines original jewellery and fantasy, created by passionate craftsmen. Gioia is an elegant, trusted brand that invites you to pass on Parisian chic from mother to daughter.

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 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.



