

PRESS RELEASE



Discover the exclusive
Brach Paris x French Bandit collection!

BRACH

UN STYLE DE VIE



An exclusive partnership between canine
luxury and Parisian art de vivre:
discover the exclusive collection created by
Brach Paris and French Bandit!

THE FRENCH BRAND FRENCH BANDIT AND BRACH PARIS HAVE
TEAMED UP TO UNVEIL A LINE OF ACCESSORIES DEDICATED
TO PETS, AVAILABLE IN ROOMS ON REQUEST AND FOR SALE
IN THE EVOK ONLINE SHOP.

The fusion of two strong identities: an obvious collaboration

Brach Paris, a firmly established name on the Parisian hotel scene, and French Bandit, a brand that has quickly become a firm favourite with pet owners, are combining their expertise to offer pooches a one-of-a-kind collection. From the very beginning, Brach has made a name for itself as a pet-friendly destination, welcoming dogs into its rooms, restaurant and sports club, where our four-legged friends are pampered while their owners work out. As for French Bandit, it has continually been innovative, collaborating not only with major influencers such as Noholita, but also with renowned brands such as Flotte, a specialist in eco-responsible waterproofs, and Lancel, the luxury leather goods brand icon. And now, a brand new collaboration has been added to the list! This new collaboration between Brach Paris and French Bandit perfectly embodies the harmony between these two brands, both committed to and passionate about the well-being of animals and the happiness of their owners.

A collection that will appeal to dog lovers and style enthusiasts alike

This exclusive collaboration between Brach Paris and French Bandit offers dog owners a range of quality accessories for their precious companions' walks and sleep. The collection includes all the necessary accessories for walks such as collars, harnesses, bandanas, leads, as well as tags and embroidered capes. A luxury dog basket completes this stylish collection, all designed in the hotel's colours! All of the products are made in France with the utmost care, and reflect the two brands' distinctive identities, giving Parisian pooches (and of course, pooches outside Paris!) the opportunity to be as trendy as possible.

The "Dog Vibes Only" event: Celebrating the collection

To celebrate this exceptional collaboration, Brach Paris and French Bandit are organising the "Dog Vibes Only" event, inviting a number of dogs and their masters and mistresses to the hotel. Emmanuel Sauvage, Managing Director of the Evok Collection group (which includes Brach Paris) and Mathieu Even, founder of the brand French Bandit, will be there to celebrate the launch of this unique collection and share their mutual passion for animals.

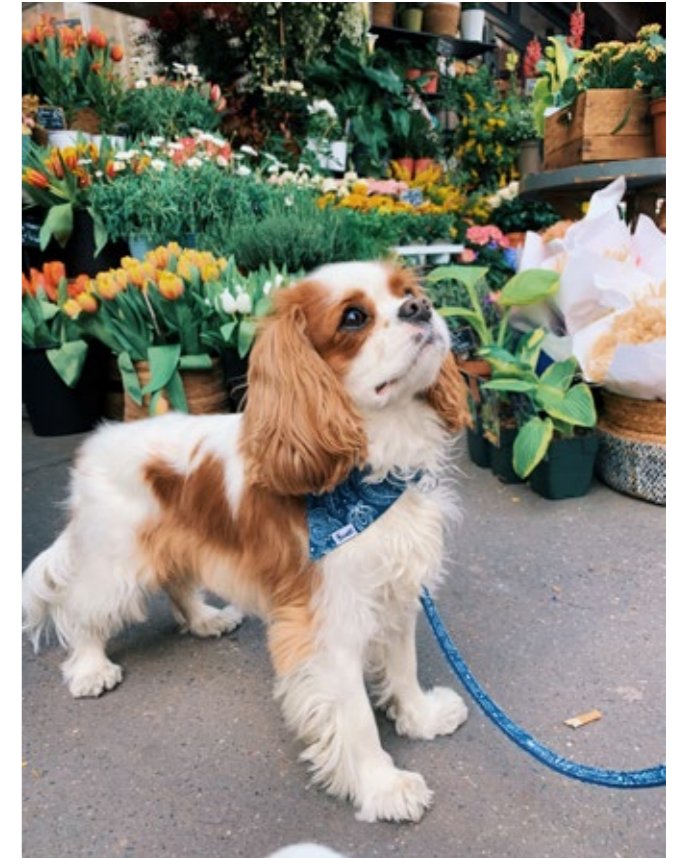




A pop-up store in the hotel will showcase the exclusive collection from Saturday 2nd to Friday 8th December 2023, where visitors and owners will be able to see and purchase accessories from the new collection.

One step closer to innovation and excellence

The collaboration between Brach Paris and French Bandit is unique, uniting the two parties' expertise and universes. This joint initiative allows the Brach to expand its philosophy of providing an exceptional welcome as a 5-star hotel, even to pets, demonstrating particular consideration for their owners. For French Bandit, this collaboration encourages people to travel with their pets by providing them with all the conveniences they need, ensuring that they have the time of their lives and make unforgettable memories.



ABOUT FRENCH BANDIT

Since 2019, the French Bandit teams have been offering accessories to wear, for the home and grooming for dogs and cats that combine comfort, style and robustness. The inspiration behind them? Bandit, their mascot: a 4-year-old dog adopted from Romania, whose destiny was changed thanks to the work of a charity. This dog's story was responsible for French Bandit becoming the first pet accessory brand to support animal welfare: for every order placed, €1 is donated to an animal protection charity.



ABOUT BRACH

Brach Paris has moved to the heart of the elegant 16th arrondissement. It is here that Evok is reviving a relaxed and sophisticated art of living.

The establishment offers visitors an immersive, joyful and authentic experience, and local residents and regulars can enjoy a modern take on neighbourhood life. Everyone will benefit from a sense of well-being, energy and attention to detail.

An area of 7,000 m² laid bare for the creative vision of the designer Philippe Starck. 1930s architecture meets modernism and Bauhaus, Dada and the Surrealists; warm colours, natural and raw materials such as wood, leather, concrete, glass, marble and metal. With its 59 rooms and suites, its terraces and its rooftop with breath-taking views over the rooftops of Paris and the Eiffel Tower, Brach offers a stylish, cosmopolitan and astonishing setting. With its swimming pools, sports club, bar, restaurant, delicatessen and patisserie, Brach offers culture, well-being and social interaction from morning until night. Simultaneously intimate and accessible, Brach is a blend of contrasts and opposites that complement each other without ever clashing.

A vibrant, authentic and original mix.

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