

PRESS RELEASE

CHRISTMAS
POP-UP
STORES

BRACH

UN STYLE DE VIE

Brach is hosting again 6 pop-up stores from 9th November to 22nd December. Each week, these brands will be taking over the entrance one after the other to showcase their creations. A great way to spoil yourself during the Christmas season.

Tableware, leather goods, pet accessories and jewellery will all be on show at the end of the year.

On the programm:

SIRCONSTANCE
165 NANOU BAUME
THALIE
FRENCH BANDIT
MAÑANA MAISON D'EDITION
GIOIA



Sirconstance
November 9th - November 11th
11am - 8pm

ABOUT

SIRCONSTANCE is a return to quality French craftsmanship. Constance is driven by a passion for old materials and pure, unadorned luxury. SIRCONSTANCE is the result of a meeting between people who are passionate about their craft, each excelling in a unique area of expertise. At SIRCONSTANCE, time seems to stand still. It's an invitation to wander through time, to daydream, and a feeling of sacredness emanates from each piece of jewellery, whether it's for yourself or a gift.



165 Nanou Baume
 November 18th - November 24th
 10:30am - 9pm

ABOUT

For 30 years, Nanou Baumgartner has worked as a fashion editor in prestigious editorial departments. With a love of travel and a passion for crafts, she decided to create decorative objects, clothing and accessories, and to showcase young artisans and designers from every country she visited. She named her brand "165" Nanou Baume, the number of the building where she was born. This season, she has visited Paris, Dakar, Marrakech, Milan and Tokyo. She is presenting this "trial collection" alongside her friend Rivka Nahmias, a Parisian jeweller and designer of her own eponymous label, as well as Piercing Interdit, because, she says, "Nothing can be done without each other".



Thalie
 November 25th to December 1st
 10:30am - 9pm

ABOUT

Thalie Paris is a French pioneering brand of eco-luxury accessories founded by Nathalie Dionne in 2020. Thalie was conceived as a brand strongly oriented towards sustainability in all its phases, from design to distribution. At Thalie Paris, we create daring handbags for those who do not want to compromise on styling and functionality but understand the importance of not over-consuming while using available resources.



French Bandit
 December 2nd to December 8th
 10am - 8pm

ABOUT

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.



Mañana Maison d'Édition
 December 9th to December 15th
 10am - 8pm

ABOUT

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.



Gioia

December 16th to December 22nd

10am - 8pm

ABOUT

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.

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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