



EVOK

CONSULTING & MANAGEMENT



**EVOK IS REINVENTING THE RULES, OFFERING A KEEN,
FORWARD-LOOKING VISION OF THE HOTEL, RESTAURANT AND WELLNESS
INDUSTRIES OF TOMORROW IN EACH OF ITS ADDRESSES.**

I. PRESENTATION OF THE EVOK GROUP

6

BRANDS

9

ADDRESSES

600

EMPLOYEES

20

EXPERTS

Using property owned by Pierre Bastid, Evok is a hotel operator, owning and operating brands in France and abroad through management contracts. It was formed and developed by Romain Yzerman and General Director Emmanuel Sauvage and opened in 2014. The aim of its three co-founders was to create new lifestyles and destinations that change the rules of what a luxury hotel can be. At each of its addresses, Evok offers its guests the welcome of their dreams, providing a unique contemporary interpretation of European culture and lifestyle.

The group aims to be a key contributor to society, helping its team members to grow, imparting expertise and life skills, energizing and striving for a more environmentally friendly future. It is our way of giving back, sharing our successes and promoting an exchange of skills and ideas as part of a project that goes well beyond the company itself.

This is the defining thread in each of the group's new openings. Destinations steeped in history, carefully selected to immerse us in the atmosphere of a city or neighbourhood. These addresses each have their own character, distinctive style and skilled art of welcoming people so they really feel the resonance of the place. A collection that is expanding beyond borders.

Each location has its own brand, ambition, concept, and atmosphere inspired by its surroundings. For every project, the aim is to identify a suitable location, bring it to life and give free rein to the imagination of Evok's chosen designers: Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer and Lecoadic & Scotto, among others. A challenge well met by a group that loves to surprise: starting from scratch and generating new excitement and emotion.

Evok has developed real flair and expertise in the hotel, restaurant, and wellness industries. From creating new hotels to refurbishing existing ones, in the group's native France and beyond, we offer bespoke services thanks to our strong management, auditing and consulting expertise.

After six unique addresses, history continues to be written and the group's brands are now being deployed internationally. After Nolinski Venezia (June 2023), Brach Madrid (2024) and Brach Roma (2026) will join the collection.

I. PRESENTATION OF THE EVOK GROUP

EVOK CO-FOUNDERS



PIERRE BASTID

Pierre Bastid is a captain of industry and born entrepreneur with a great attachment to France. He made his name turning round subsidiaries of major French groups, such as Converteam in particular, before becoming a builder, investing in several promising sectors and little gems to be turned around (health, watersports, etc.). Setting up Evok, an entirely new kind of luxury hotel group, fits with his understanding of lifestyle and his taste for the arts and architectural hallmarks.



ROMAIN YZERMAN

Romain Yzerman has considerable expertise in the real estate market extending way beyond French borders, as an entrepreneur, investor and “nugget hunter”, devising, assessing and developing projects and ensuring their success. His address book includes renowned architects, contracting authorities, banks, investment funds, owners and vendors. Since 2011, he has been running Pierre Bastid’s family office and his investment company, Zaka Investments, with transactions worth in excess of a billion euros in the last six years.

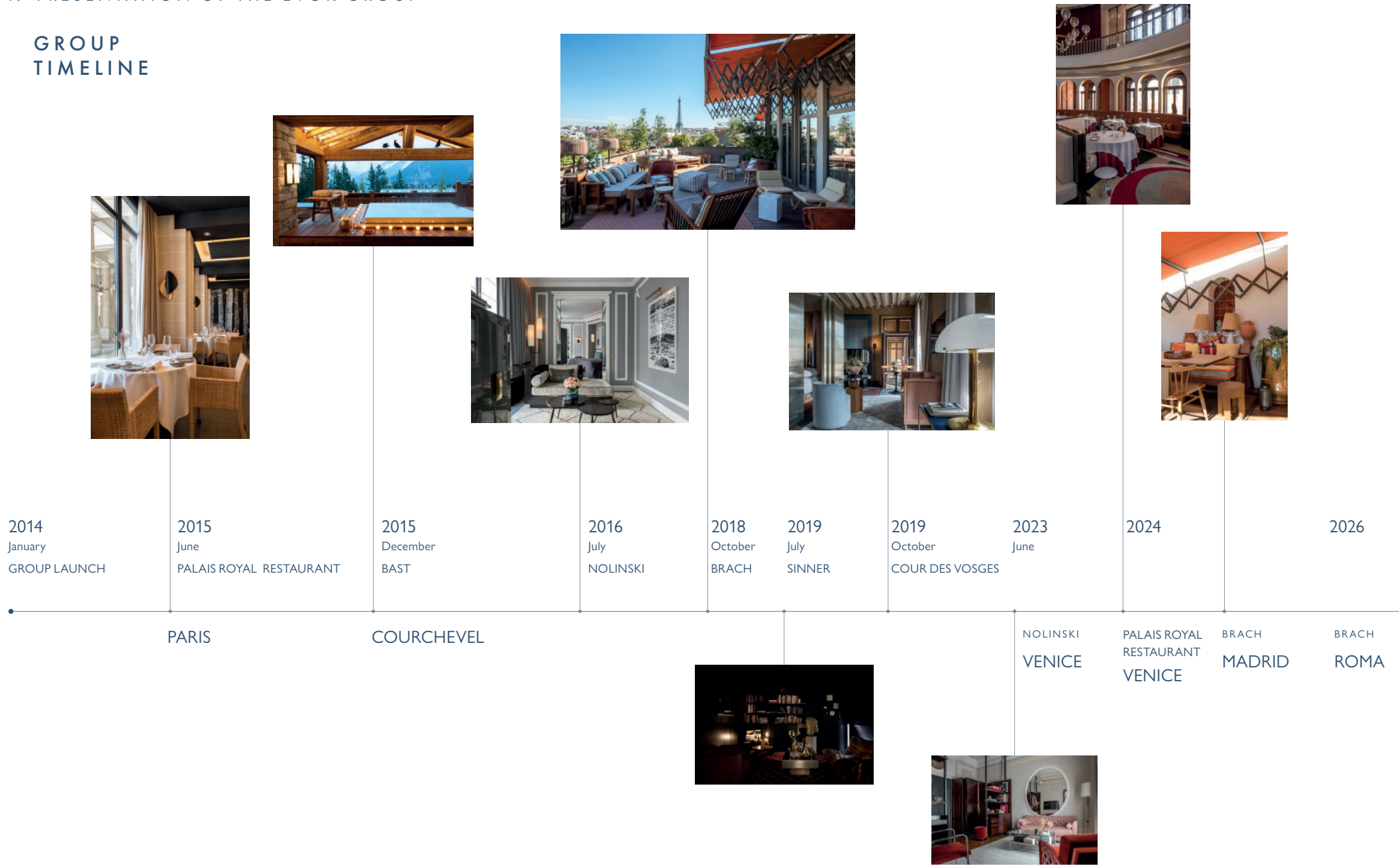


EMMANUEL SAUVAGE

With over twenty years of experience in the luxury hotel industry, Emmanuel Sauvage has a solid grasp of the hotel sector. He climbed the ranks to become General Manager of hotels such as the Burgundy Paris. In 2014, he joined Pierre Bastid’s family office to create and establish the Evok Group. This passionate hotelier developed his vision, guaranteeing quality of service, and personalised service. Emmanuel Sauvage perceives his role as a conductor whose success cannot be conceived without developing the men and women who contribute to Evok.

I. PRESENTATION OF THE EVOK GROUP

GROUP
TIMELINE



OUR AREAS OF EXPERTISE



HOTELS

Evok designs exceptional hotels that linger in the mind, are instantly noticed, and clearly stand out. This is Evok's bold approach: always going off the beaten path. Venturing forth where others do not dare. Embodying and humanizing a lifestyle beyond temporary trends and fashions. We create hotels that become the beating hearts of their neighborhoods, offers moments to dream about and breaking the rules in order to unite people and bring them together.

- Nolinski Paris / Venice
- Brach Paris / Madrid / Roma
- Sinner Paris
- Cour des Vosges

VILLAS

What makes them so special is that feeling of exclusive freedom, the privilege of being far from the crowds, in a glorious environment, a remarkable, intimate villa offering extraordinary comfort and well-being. With the BAST brand, Evok boasts a unique collection of villas and chalets in inspiring destinations and all in harmony with nature. Every moment spent there is precious and unforgettable, thanks to a dedicated team offering a 5-star, tailor-made service.

- Hameau de la Volière Courchevel

RESTAURANTS & BARS

Evok excels at creating places that are different, sites for curiosity where things happen. Unique locations and restaurants that observe the daytime and tame the night. Our expertise is expressed beyond concepts.

- Palais Royal Restaurant by Philip Chronopoulos, 2 stars Paris / Venise
- Nolinski Le Restaurant Paris / Nolinski Il Caffé Venezia
- Brach Restaurant Paris / Madrid / Roma
- Sinner Restaurant Paris
- Cour des Vosges

TWO EXECUTIVE CHEFS:

- **Adam Bentalha**
- **Philip Chronopoulos**

OUR BUSINESS LINES



SPAS

From well-being to health expertise, from the power of plants to the awakening of the senses, every Evok spa offers a truly unique experience. The experts in these exceptional spas, selected for their excellence, provide treatments in refined comfort and elegance of the highest standards.

- Spa Nolinski by La Colline Paris / Venice
- Spa Brach by Clarins Paris / Madrid / Roma
- Spa Sinner by La Colline Paris



SPORTS CLUBS
& WELLNESS

Evok has designed its sports clubs to take care of bodies and minds and to send energy throughout the hotels where they are located. They are places for meeting people and for feeling your best. Everyone works out at their own pace, selecting appropriate activities with the guidance of expert coaches.

- Brach Paris / Madrid / Roma



PASTRIES

Evok gives free rein to the imagination of Head Pâtissier Yann Brys Meilleur Ouvrier de France 2011. Whether it's traditional desserts or unique delicacies, he creates innovative desserts for Evok hotels that change with the seasons.

- Brach Paris / Madrid / Roma
- Corner Brach la Pâtisserie Cour des Vosges

II. OUR BRANDS

PALAIS ROYAL
RESTAURANT



NOLINSKI

BRACH

UN STYLE DE VIE

SIN|NER



COUR DES VOSGES
PARIS

BAST

VILLAS & CHALETs



NOLINSKI

Nolinski is located in the heart of lively central neighborhoods and monuments and offers a discreet haven of well-being. From Paris to Venice, Nolinski elegantly brings together French art de vivre and extremely attentive service. The soothing spa is a world away from the hustle and bustle of the city. It's a certain vision of luxury that is more personal, more serene. Timeless, Nolinski plays with materials and rules, with iconic pieces in a classic setting that resembles private apartments. It has a unique character with a contemporary aesthetic that combines refinement.

OUR ADDRESSES:

- **Nolinski Paris:**
45 rooms and suites - owner of the premises and the business
- **Nolinski Venezia:**
43 rooms and suites - owner of premises and business



BRACH

UN STYLE DE VIE

In Paris and soon in Madrid and Roma, Brach settles in the heart of magnificent neighborhoods and revives a welcoming and sophisticated art de vivre. 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.

Everyone feels comfortable, welcomed, loved, and appreciated. The poetry and magic of the place imperceptibly envelop the guests. In each city, Philippe Starck adapts the style of each destination. Hotels, sports clubs, swimming pools, pastries, kitchen garden, terraces, and bars: Brach is everything all at once. Hybrid and surprising, Brach is constantly resonant.

OUR ADDRESSES:

• **Brach Paris:**

59 rooms and suites - owner of the premises and the business

• **Brach Madrid:**

56 rooms and suites - owner of premises and business

• **Brach Rome:**

59 rooms and suites - owner of premises and business

II. OUR BRANDS



SINNER

Sinner lies in the heart of the historical, bustling and diverse districts. Evok has drawn on this energy to create an uncompromisingly intriguing hub of wellbeing and culture.

Unveiling its own narrative of the city, Sinner expresses its vision of a liberated style, far removed from established traditions. Sinner is a trailblazer, adding a touch of mischief to the luxury and elegance of the capital's most beautiful addresses. For the first time, it brings together religious and historical heritage, glamour and mystery at one remarkable location. Sinner sees things a little differently and doesn't do anything the ordinary way.

OUR ADDRESS:

Sinner Paris:

42 rooms and 1 suite - owner of the premises and the business



COUR DES VOSGES

PARIS

Built from the stone of the Kings of France, Cour des Vosges is rewriting its history. The Marais district, Paris; the royal square of the famous Place des Vosges. Evok has awakened and poetically transformed a sleeping beauty, the former Hôtel de Montbrun, a listed historical monument where time appears to have stood still. Respecting the shapes and volumes of the period, trees and archways enter the intimate environment of the bedrooms. Every room enjoys a magnificent view of the square, constructed under King Louis XIII with its pink brick mansions crowned with slate roofs. Today, the twelve rooms and suites of this 17th century residence offer private spaces, a tearoom, a shady terrace and Roman bath, with all four floors decorated by designers Lecoadic-Scotto.

OUR ADDRESS:

Cour des Vosges:

12 rooms and suites - owner of the premises and the business



PALAIS ROYAL RESTAURANT

A gourmet restaurant in an exclusive setting, it offers coherent modern cuisine combining excellence and taste through French expertise and the Mediterranean identity of Greek Chef Philip Chronopoulos. From Paris to Venice, the Chef offers a distinct menu that is full of emotions, where pleasure and generosity have pride of place in a warm, subdued atmosphere. Elegance is always present. It's revealed in a smile, a considerate gesture, or a detail — which combine to make this an exclusive Michelin-starred restaurant.

OUR ADDRESSES:

- **Palais Royal Restaurant Paris:**
Michelin-starred restaurant - 50 covers - owner of the premises
- **Palais Royal Restaurant Venezia:**
Opening 2024



BAST

VILLAS & CHALETS

With meticulous attention to Alpine traditions, BAST is distinguished by warm interior design that is elegant and comfortable with contemporary lines, blending old wood and stone. Both a refuge and a perfect base for exploring, BAST is the epitome of the high-altitude French lifestyle.

Set into the mountainside, these two exceptional refuges offer a tailor-made experience. Each of these high-altitude cocoons can host up to 12 people in an exclusive, warm, intimate universe.

OUR ADDRESS:

Hameau de la Volière:

2 chalets - owners of the premises and the business



THE EVOK TEAM GIVES A 360° VIEW
TOGETHER WITH BESPOKE STRATEGIC
AND OPERATIONAL SUPPORT.

Evok's success is based on a well-knit team of experts
in operations management, human resources,
marketing & communications, procurement, sales and finance.

III. CONSULTANCY & MANAGEMENT



EMMANUEL SAUVAGE
CO-FOUNDER & CEO

With over twenty years of experience in the luxury hotel industry, Emmanuel Sauvage has a solid grasp of the hotel sector. He climbed the ranks to become General Manager of hotels such as the Burgundy Paris. In 2014, he joined Pierre Bastid's family office to create and establish the Evok Group. This passionate hotelier developed his vision, guaranteeing quality of service, and personalized service. Emmanuel Sauvage perceives his role as a conductor whose success cannot be conceived without developing the men and women who contribute to Evok.



MADELEINE SADIN
DEPUTY GENERAL DIRECTOR
OPERATIONS, SYSTEMS, SALES,
YIELDS, QUALITY AUDITS

20 years of hotel experience alongside Emmanuel Sauvage have shaped her passion for her profession. She worked in several establishments, climbing the ladder to several managerial positions. She took part in her first opening at the Burgundy as operations manager. In 2015, she joined Evok as deputy general director. Her areas of expertise are quality, sales, yield, and operations.



CHRISTINE FARGEAUD
DEPUTY GENERAL DIRECTOR
HUMAN RESOURCES

Both in France and internationally, she has honed her skills at Disneyland Paris, the Mandarin Oriental in London, and then the L'Ermitage Hotels in Los Angeles, the Lutetia Paris, and the Royal Monceau Raffles. Christine has headed up many different teams in the hospitality field. She is an expert in recruiting, management consultancy, labour relations and risk management. She joined the Evok adventure in 2022 as Human Resources Director.

III. CONSULTANCY & MANAGEMENT



SOLENN GUBRI

DEPUTY GENERAL DIRECTOR OF
MARKETING AND COMMUNICATIONS

Before discovering the hotel world, her 15 years of experience at LVMH's Grande Épicerie de Paris — first as marketing manager, then as marketing and image director — forged her expertise in the field of marketing and communications. It's just a small step from the world of luxury retail to the hotel industry, and in 2018 she joined Evok. Her mission is to direct the group's marketing and communications strategy, from press relations to social media, and including project management and artistic direction.



ANTHONY HAMET

DEPUTY GENERAL DIRECTOR
ADMINISTRATIVE & FINANCIAL

After studying corporate finance in business school, he joined the hotel industry, working at Bristol Paris as an accountant and cost manager, then as comptroller. This allowed him to perfect his expertise in budget creation and management, earnings statement analysis, and the implementation of decision-making tools. He joined Evok in 2017 where, building on his expertise, he participated in three openings and contributed to creating and managing the financial structures for all the units in the group.



HAMEL GHEMRI

OFFICE MANAGER

After obtaining a doctorate in political communication at Sciences Po, she joined the Presidential Cabinet and became the Personal Assistant to the President of the French Republic in 2013. She subsequently expanded her expertise in marketing and PR at Condé Nast Publication in New York and also at Netflix. She then joined the Decathlon Family Office as Executive Assistant to its Chairman. In December 2023, she joined Evok, lending her expertise to Emmanuel Sauvage's strategic projects.

III. CONSULTANCY & MANAGEMENT



CAROLINE KRANCZENBLUM
DIRECTOR OF SALES

After studying business in Paris and California, she embraced the hotel world with operational experience in London, Miami at the Delano, and New York at the Royalton. Positions in events, especially at the Hotel Café Royal in London, led her to sales, first in London and then in the well-being industry in Paris. She joined Evok in 2021, bringing her expertise and skills to the international hotel industry.



JEAN-BAPTISTE ROL
PROJECT MANAGER

After studying hotel management, he worked for various luxury hotels, especially in accommodation services. In 2015, he joined Evok as assistant to senior management. Alongside Emmanuel Sauvage, he perfected his expertise in project development and participated in all the group's openings in France and abroad. A true maestro, he monitors projects from A to Z, including construction, interior design, and operation.



DARIO DAUD
ARTISTIC DIRECTOR

Having always been a self-taught enthusiast of the graphic arts and culture, Dario Daoud started his career at prestigious advertising companies such as Proximity, Bbdo, and devarieuxvillaret. He then became a lifestyle consultant. He has supported the Evok group from the beginning with various print or digital products. He creates the visual identities of the hotels in all of their various versions.

III. CONSULTANCY & MANAGEMENT



SANDRINE KOUYOUMJI
DIRECTOR OF HOUSEKEEPING

After completing a hospitality training programme, Sandrine joined the Bristol in Paris, where she worked her way up to the Meilleur Ouvrier de France award, France's top distinction, in the Head of Housekeeping category in 2007. She now serves as Head of Housekeeping at four of the group's hotels – Nolinski, Brach, Sinner and Cour des Vosges. Her goal is to share her know-how and passion for her profession. She is coordinating the group's upcoming international openings in her areas of expertise.



DORIAN LOMBART
FOOD & BEVERAGE MANAGER

After earning a university degree in human resources and staff administration, Dorian embraced a career in restaurant management with Chef Eric Frechon at the Brasserie Lazare. He then joined Akrame Benallal at the Shirvan, which he helped open as a Deputy Manager. He joined the Brach Paris before it opened as Head Restaurant Manager in 2018. He was then named Evok's Head Restaurant Manager, taking part in new openings.



JEREMY BACQUET
BAR CREATIVE DIRECTOR

With a wealth of international experience in Melbourne, London and New York, under his belt, Jérémy Bacquet was named Best Barman Apprentice in France in 2016, when he was working at the Peninsula Paris. As a former elite athlete, Jérémy is driven by challenges. He joined Evok in August 2019 as Head Barman at the Brach, then at the Nolinski and the Sinner. He is now the Creative Director of Evok's bars. Jérémy likes to give customers a unique experience by creating cocktails tied into the DNA of each hotel. He does so by striking a perfect balance between flavours and visuals.

III. CONSULTANCY & MANAGEMENT



PHILIP CHRONOPOULOS
EXECUTIVE CHEF
PALAIS ROYAL RESTAURANT
& NOLINSKI BRAND

With his Greek background, Philip is passionate about the culinary arts. After his training at the Ecole Paul Bocuse, he got his start in haute gastronomie and took part in the opening of the Atelier Robuchon, in London. Later, he joined Alain Passard at the Arpège before returning to Joël Robuchon's side in order to develop his culinary creativity, and took part in launching the Atelier Robuchon Étoile.



ADAM BENTALHA
EXECUTIVE CHEF
BRACH & SINNER BRAND

Adam Bentalha very quickly moved up the culinary staff ladder at Michelin-starred restaurants at the Ritz, Shangri-la, Royal Monceau, Hotel Royal Savoy in Lausanne and the Prince de Galles. He joined Evok in 2018 as Executive Chef of the Brach Paris, then the Sinner before heading up the restaurants at the Brach Madrid and Roma. Adam is full of innovative ideas and flavours, guided by his passions for gourmandise and sharing. His sunny culinary creations reflect his know-how and origins and are blended with his childhood memories.

III. CONSULTANCY & MANAGEMENT



PAULINE BLIN-BIELLI
DIRECTOR OF THE CUSTOMER
EXPERIENCE & CONCIERGE

Having gained a European Bachelor's degree in International Conciergerie and Guest Experience in 2013, she began her career at John Paul as a Concierge Manager. In 2017, she widened her career spectrum with responsibility for the EMEA market as Guest Experience and Quality Manager. In October 2021, she joined Accor, in charge of developing the group's guest satisfaction and quality strategy, incorporating within it a strong business focus. On 1st March 2023, she joined the Evok adventure, becoming General Manager of the Concierge Service.



IVAN CLEMENS-JONES
REVENUE MANAGER

After his studies in hotel management, he begins his career in the rooms division and contributes to the opening of a listed boutique hotel in Brussels, quickly moving up to managerial and directorial positions. A true all-rounder and result-oriented, his in-depth knowledge of the field opens him to new management opportunities within the 5-star Barrière group. Building on his operational experience and specialization in Revenue Management, he joins EVOK in 2020 to structure and manage revenue and distribution strategies tailored to each brand in the collection.



MAZEN KAIS
TECHNICAL DIRECTOR

After his studies in hotel management, he begins his career in the rooms division and contributes to the opening of a listed boutique hotel in Brussels, quickly moving up to managerial and directorial positions. A true all-rounder and result-oriented, his in-depth knowledge of the field opens him to new management opportunities within the 5-star Barrière group. Building on his operational experience and specialization in Revenue Management, he joins EVOK in 2020 to structure and manage revenue and distribution strategies tailored to each brand in the collection.

AREAS OF OPERATION

An appropriate, well-honed strategy, a feeling for detail and tailor-made concepts. Evok provides its expertise and advice in several fields of activity:

HOSPITALITY

FOOD & BEVERAGES

SPA

SPORT

III. CONSULTANCY & MANAGEMENT

CONSULTANCY

Strategic Appraisal:

- In-depth study of the market to establish the distinctive characteristics of the project within its own environment
- Market assessment to draw up the business plan
- Concept finalisation

Business Set-Up Assessment:

- Measuring business opportunities
- Defining appropriate positioning to suit its market and destination
- Estimating its performance

Concept Generation & Development:

- Support throughout the project
- Designing and defining a variety of propositions
- Recommending and approving operational systems
- Approval of FF&E

General Contracting Assistance:

- Approval of the compilation of building specifications
- Project steering & coordination
- Monitoring of works
- Monitoring of the construction budget
- Monitoring of the furnishings budget

Management Assessments:

- Financial
- Human Resources
- Sales
- Marketing & Communications

AUDIT

Financial audit

Quality audit

Inventories & assessments

Drawing up action plans & recommendations

MANAGEMENT

Evok brings its expertise to bear, whether under contract, on an agency basis or in partnership, for owners of white label properties or of hotels operating under Evok licensed brands. Following an audit, the Evok team works on the day-to-day operational management of the property, including service development and implementation, commercial positioning, rollout of marketing and communications strategy, financial monitoring, the day-to-day running of the properties concerned, and so on.

Finance & Accounts Department:

- Negotiation of framework contracts with suppliers
- Accounts payable
- Cash control
- Compilation of reports
- Drawing up budgets
- Management audit
- Tax management & monitoring

HR Department:

- Recruitment
- Personnel administration
- Payroll management
- Training
- Disciplinary procedures
- Setting up & monitoring of staff representative bodies

Sales Strategy & Management:

- Determining sales strategy
- Negotiating & managing contracts with OTAs, FITs etc.
- Determining the Yield Management policy
- Attendance at international trade shows (ILTM, TravelWeek, etc.)
- Negotiating & managing affiliations

Marketing & Communications Management:

- Digital strategy
- Social media strategy & activity
- Artistic direction
- Creation of sales & marketing collateral
- Events & partnerships

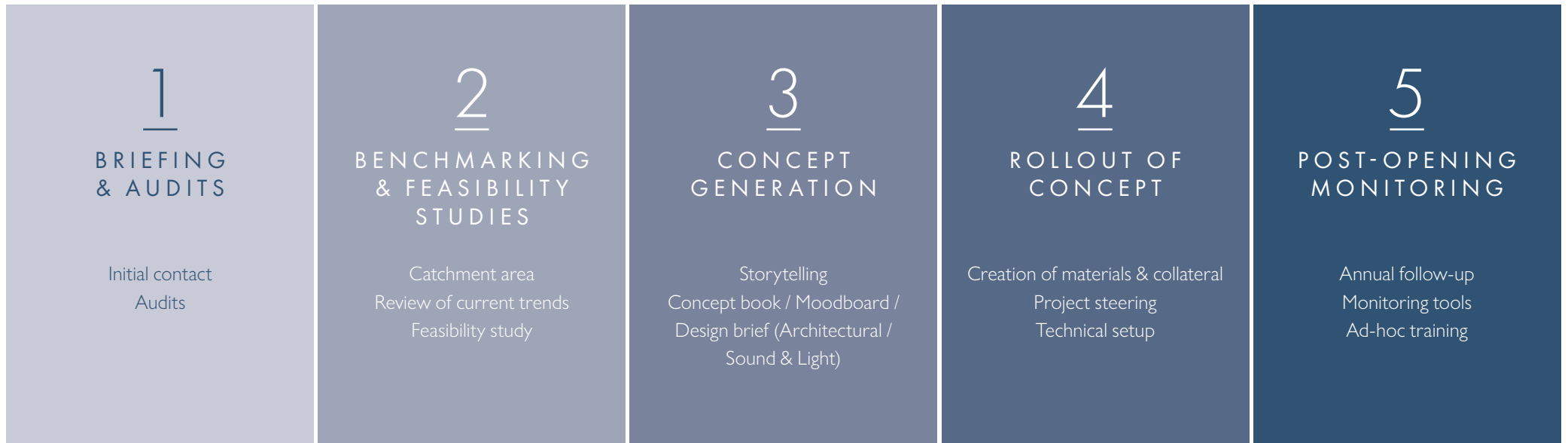
French & international press relations

- Strategy and coordination of international press relations via various agencies on an annual contract: France, UK, USA, Spain, Italy & the Middle East
- Organisation & management of press trips
- Writing press releases

Day-to-day management

CONSULTANCY METHODOLOGY

Evok provides a keen, forward-looking vision of the hotel and restaurant industries of tomorrow. As every project is unique, the methodology used is adapted to suit each study and is based on a perfect understanding of the business area concerned.





EVOK

FOR FURTHER INFORMATION, CONTACT:

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