

Legend Ladies breakfasts



NOLINSKI
PARIS

PRESS RELEASE



To mark the tenth anniversary of Evok Collection, we are celebrating a decade of strong relationships and unforgettable encounters, a team adventure woven of human connections and shared successes.

In 2024, we will be offering an exceptional programme of events which captures the spirit of the group.

For Nolinski Paris, 2024 is all about exceptional encounters. In collaboration with Laura Lesueur, the Nolinski is now organising meetings with inspiring women from a variety of backgrounds, to discuss female entrepreneurship and the balance between professional and personal life.

On 23rd January, Laura Lesueur will be hosting Inès Leonarduzzi, a successful multi-entrepreneur, for her first encounter, a feminine exchange packed with ambition.



About Laura Lesueur

Laura Lesueur is a Motivational Business Speaker, Lecturer and Author. She is also the creator of the first podcast on female ambition: «Legend Ladies». After 10 years in sales roles in hyper-growth tech companies, progressing from Business Developer to Sales Director.

She is currently CEO of Legendaily, a training company, and creator of the «Legend Ladies» ((Top10 Apple Podcast)) medium, which deals with female ambition by exploring the lives of women from a wide range of backgrounds, and which comprises nearly 200 episodes. Laura was named by Forbes magazine as one of the 40 most influential women in France. She is also LinkedIn TOP VOICES for her commitment to gender equality.

For the past 4 years, Laura has been designing and running «STRONGER for Business» Masterclasses dedicated to women's issues within organisations. She has also created an online Academy, «Legend Ladies Academy», dedicated to building the skills and confidence of women within organisations.

Laura is also involved in the «Manger Citoyen» association, which she co-founded in 2016 and about which she gave a TED Talk in 2019. Her second TED Talk, in 2023, will look at the place of women in the power and knowledge centres.

Laura is the author of «Manifeste contre le féminisme radical et pour un féminisme éclairé», published in February 2023 by Editions du Cherche Midi.

About Nolinski Paris

A few cobblestones from the Comédie Française, Rue Saint-Honoré and the gardens of the Palais-Royal lies a haven of comfort in the elegant setting of a typical Haussmann-style apartment building: Nolinski Paris.

The first of the Evok collection to open, it embodies the French lifestyle, the elegance of discreet luxury, and the charm of an address at the centre of Paris fashion and culture. The Nolinski is a combination of refinement and boldness, modernity and contemporary flair that you'll want to tell all your friends about.

The interior design is by Jean-Louis Deniot, who has reinterpreted classic French décor throughout the Nolinski's six floors. Mouldings, woodwork, antique furniture, sculptures, ceramics, soft lighting, mirrored doors, muted curtains, thick carpets, a range of colours in harmony with a cameo of greys: every choice, every detail, every object gives the 45 rooms – 9 of which are suites – the look of a Haussmann-style apartment.

This is complemented by the minimalistic green Carrara marble reception area, with its bronze sculpture, and the hand-painted clouds on the grand staircase that appear to lead guests towards the heavenly delights above.

Here, between the restaurant and cocktail bar of the intimate Grand Salon, the airy rooms and the mineral spa, every corner is an emotional sensory journey. A softly lit ambiance scented with musk and spices; music; the sensory feel of velvet or tweed. An inviting atmosphere and hospitality delivered with passion. A place of hedonistic experiences and extraordinary reveries, where a flair for detail meets an air of mystery. Because the Nolinski spirit is also synonymous with spontaneity and freedom.

EVOK PRESS COORDINATION

CHARLINE HANROT

chanrot@evokcollection.com

PRESS CONTACT

FRANCE

BÉATRICE KORB KAPLAN

beatrice.korb@agenceproches.com

UNITED-KINGDOM

CLARE JACKSON

evok@bacchus.agency

USA

CARA CHAPMAN

cara@bacchus.agency

MIDDLE-EAST

DANIA SAWEDG

dania@hfaconsultancy.com

ITALY

JASMINE LE VAN KIM

jasmine@levankim.it

SPAIN

CARLOTA LARIO AGUADO

carlota@brandscomm.com



NOLINSKI
PARIS

16 AVENUE DE L'OPÉRA
75001 PARIS
TEL: +33 (0)1 42 86 10 10