

Conversations with enchanting people



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.

Evok is delighted to announce a new event: conversations with enchanting people.

Nolinski Paris and **Laurence Benaïm** have teamed up to create a new event that opens the doors of design to the curious and aesthetes. In the Grand Salon, the cocktail bar at Nolinski Paris, you'll meet inspired and inspiring designers.

An encounter dedicated to art, where it illuminates everyday life, from fashion to literature, from design to flowers, this is a real tribute to these creative professions and passions, to the enchanting people, as Laurence Benaïm calls them.

To coincide with «La Traversée des Apparences», an exhibition running until 24th April at the Centre Pompidou, celebrating the powerful links between couturiers and artists, Laurence Benaïm welcomes the leader of a responsible pop style, **Kevin Germanier**.

This first event takes place on 5th February at 7pm. Sign up for these monthly events via the Nolinski Paris Instagram account (@nolinskiparis) or by subscribing to the group's newsletter.



Kevin Germanier, fashion designer



ABOUT LAURENCE BENAÏM

Laurence Benaïm lives and works in Paris. A journalist, writer, editor and biographer of Yves Saint Laurent, Marie Laure de Noailles and Jean Michel Frank, she is the author of numerous books on fashion and style, including Issey Miyake, Azzedine Alaïa, Alix Grès, and recently Christian Dior, Christian Bérard, *la mélancolie joyeuse* (Gallimard), and *Golden Opulence* (Assouline).

A lecturer at Sciences Po in the Masters in Art and Fashion programme, she is currently curating the exhibition «La Traversée des Apparences» at the Musée National d'Art Moderne at the Centre Pompidou (until 22nd April). In November 2023, the French Ministry of Culture honoured her with the distinction of *Commandeure de l'Ordre des Arts et des Lettres*.



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