



EVOK

Easter 2024

Sporting spirit and good mood.



PRESS RELEASE

Evok launches its new Easter collection dedicated to sport in honour of the forthcoming Olympic Games in Paris this summer.

Yann Brys, Director of Sugar Creation and Meilleur Ouvrier de France, has come up with an original collection that audaciously celebrates this global event.

Four distinct subjects in vibrant colours, each representing an inspiring brand, sport and continent.

Carefully thought-out chocolate creations and flavour combinations designed to spark the curiosity of children and evoke nostalgia for retro flavours in adults. Playful, contemporary and sophisticated creations where each piece tells a story.

Discover this collection highlighting the Evok Group's passion for sport, innovation and boldness.



**BRACH PARIS, BOUNDLESS ENERGY,
A LEAP TOWARDS EXCELLENCE.**

The boxing kangaroo, with its strength, vivacity and boundless energy, is the perfect metaphor for the spirit and atmosphere of Brach Paris. A beautiful analogy highlighting the enthusiasm and positive energy shared by the animal and the place. This creation, a creative tribute to the continent of Oceania, is made from gold milk chocolate with hints of dulce de leche, topped with macadamia nuts. €55



**THE MAJESTY AND ELEGANCE OF THE LION
AT THE NOLINSKI PARIS.**

The African lion on its athletics track represents a powerful image of strength and grace. A captivating creation that elegantly and subtly reflects the hotel's brand identity. The use of 34% Madagascar milk chocolate, an exceptional cocoa, brings out delicate, gourmet flavours. A chocolate bar with puffed rice and caramel completes the taste experience. €55





**COUR DES VOSGES,
AN UNEXPECTED FUSION OF STYLES.**

The image of an American crocodile, skateboarding down the arches of the Place des Vosges. This is a creative way of blending boldness with sophistication, transforming a simple crocodile into an artistic piece that blends perfectly with the iconic and timeless decor of the famous square. Made from 63% pure Peruvian dark chocolate, this chocolate creation is topped with crocodile sweets in a playful nod to the famous bonbon. €55

**SINNER PARIS,
A SENSUAL AND DELICATE CREATION.**

A Panda ping-pong player in a wheelchair becomes a powerful symbol of boldness and creativity, reflecting the very essence of this unique venue. This creation elegantly embodies the freedom to rethink established norms, evoking Sinner Paris's own notions of diversity and celebrating inclusion and resilience. Crafted from 64% dark chocolate from Vietnam, the filling of black sesame and yuzu praline bonbons adds an exotic and sophisticated touch. €55



ORDER RESERVATIONS
AND COLLECTION
From 15th March 2024

BRACH COMPTOIR LA PÂTISSERIE
1-7 rue Jean Richepin 75116 Paris
Tel: 01 44 30 10 00

COUR DES VOSGES COMPTOIR
BRACH LA PÂTISSERIE
19 place des Vosges
75004 Paris
Tel: 01 42 50 30 30



2024 EASTER EGG HUNT

WEDNESDAY 27TH MARCH 2024

Evok collection invites children to take part in an exceptional series of Easter egg hunts at each of its establishments, with the exception of Cour des Vosges. The participants will be able to search for carefully hidden clues, creating a fun, entertaining experience for the children.

At the end of the hunt, they'll be delighted to take home some chocolates. The participants will be able to book a time slot by filling in a form very soon. Registrations will be published in the subscriber newsletter and on the Instagram accounts of the hotels and Evok Collection.

ABOUT EVOK

Using property owned by Pierre Bastid, Evok 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.

Every Evok brand has its own distinct identity, but what they all share is the desire to provide a warm, authentic atmosphere that draws influence from the various environments in which the hotels are situated. Nolinski is a haven of tranquillity at the very heart of bustling city-centre locations. At Brach, Evok brings a sophisticated, welcoming lifestyle to imposing districts, while at Sinner, it draws on the vibrant energy of a historical neighbourhood, transforming it into an uncompromisingly edgy interpretation of a cultured lifestyle. Evok also invites you into some highly exclusive properties: BAST, Palais Royal Restaurant, and Cour des Vosges.

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. The end goal is to provide unique, joyful moments of pleasure and wellbeing through outstanding service and the careful curation of every detail.

The group aims to be a key contributor to society, helping its team members to grow, imparting expertise and life skills, energising 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.

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.

Building on a collection of six extraordinary premises, the story continues with the international expansion of the group's brands. After Nolinski in Venice (June 2023), Brach Madrid (2024) and Brach Rome (2026) will join the collection.

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