

BRACH

UN STYLE DE VIE

Before the opening
of Brach Madrid, Brach Paris
gets into the Spanish spirit.

PRESS RELEASE

To mark its tenth anniversary, Evok Collection is celebrating a decade of close connections and memorable encounters, a shared adventure of human relationships and mutual success. An exceptional programme of events in 2024 reflects the spirit of the Group.



Brach Madrid is set to open in September, heralding the arrival of a vibrant new energy. Like a bridge between the two establishments, the Terrace on the 1st floor of Brach Paris, a place for meeting and sharing, will become the stage for an encounter between Paris and Madrid.

Created by Chef Adam Bentalha, the menu showcases the flavours of Spain, with a selection of tapas inspired by specialities such as croquettes, Spanish omelette, charcuterie, octopus and Spanish peppers.

Jérémy Bacquet, Director of Bars at Evok Collection, has created a Spanish-inspired cocktail menu especially for the terrace.

A new harmonious pairing of two equally rich and contrasting environments, a foretaste of this first Evok Collection establishment in Spain, Brach Madrid.

INFORMATION

Terrace open Tuesday to Saturday

from 4.30 pm to 11.30 pm.

No reservation required

www.brachparis.com



ABOUT BRACH PARIS

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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