

BRACH

UN STYLE DE VIE

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POP-UPS

A new season of pop-ups
has been announced
at Brach Paris.



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.

Before the summer, the Brach Paris will be the setting for a number of brands to showcase their latest collections and share their creative vision and expertise. A range of collections to celebrate the arrival of summer. Brach Paris hosts an exclusive selection of products from a variety of brands.

THE POP-UPS ARE LOCATED ON THE GROUND FLOOR
AND ARE FREELY ACCESSIBLE.
NEWS WILL BE SHARED VIA SOCIAL MEDIA
@BRACHPARIS AND @EVOKCOLLECTION.

SIRCONSTANCE

FROM SATURDAY 18TH TO FRIDAY 24TH MAY 2024

IOM, THE ART OF TABLEWARE

FROM SATURDAY 25TH TO FRIDAY 31ST MAY 2024

165 NANOU BAUME

FROM SATURDAY 1ST TO FRIDAY 6TH JUNE 2024

ERITA

FROM SATURDAY 15TH TO FRIDAY 21ST JUNE 2024

MAYRENA

FROM SATURDAY 22ND TO FRIDAY 28TH JUNE 2024

BIJOUX GIOIA

FROM SATURDAY 29TH JUNE TO FRIDAY 5TH JULY 2024

sirconstance



SIRCONSTANCE

FROM SATURDAY 18TH TO FRIDAY 24TH MAY 2024

ABOUT

SIRCONSTANCE is a return to quality French craftsmanship. Constance is motivated by a passion for vintage materials and pure, unadorned luxury. SIRCONSTANCE is the result of a meeting between people who are passionate about their profession, each excelling in a unique area of expertise. The mineral hunter is a man who has spent the last 50 years travelling the world in search of the most beautiful "rocks".



**IOM, THE ART OF TABLEWARE
BY INES-OLYMPE MERCADAL**

FROM SATURDAY 25TH TO FRIDAY 31ST MAY 2024

ABOUT

Irreverent, a tad eccentric and utterly joyful, the Chahut tableware collection by Inès-Olympe Mercadal reflects the spirit of its designer. After studying literature, working as a freelancer and gaining considerable experience in fashion, the designer Inès-Olympe Mercadal, known as IOM, has reinvented herself as the perfect hostess, trading in her love of going out for the art of entertaining. A passion for the art of tableware emerged. Her vision is one of conviviality, warmth and colour. And IOM is embracing this new area of expression with flair.

165

NANOU BAUME



165 NANOU BAUME

FROM SATURDAY 1ST TO FRIDAY 6TH JUNE 2024

ABOUT

For 30 years, Nanou Baumgartner has worked as a fashion editor for some of the most prestigious publications. It was at the height of the Covid crisis that she realised she wanted to move in a different direction: "I'd rather leave fashion before it leaves me!" she quips.

With her love of travel and her passion for crafts, she has decided to create decorative objects, clothing and accessories, and to showcase young artisans and designers from each country she visits. She named her brand "165" Nanou Baume, the number of the building where she was born, as a home for new creative talent alongside her own creations.

ERITA



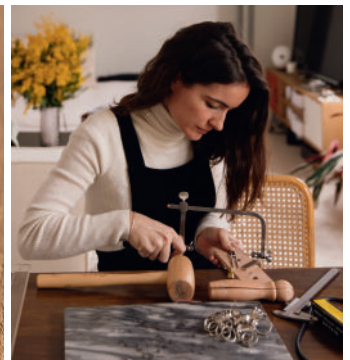
ERITA

FROM SATURDAY 15TH TO FRIDAY 21ST JUNE 2024

ABOUT

The ERITA brand was created with the aim of reinventing the concept of rings. Our aim: to share our unique take on this special piece of jewellery, so that women can look at their hands, their rings and their identity in a new way, with a sense of fun and freedom. "Show me your rings and I'll tell you who you are".

Why rings? Rings have historically always been a special piece of jewellery. For 21,000 years, it has been the most personal piece of jewellery. A social symbol with a deep symbolic meaning, the ring tells the story of our styles, our moods, our family histories, our love affairs, our friendships... It is THE piece of jewellery that best embodies our individuality and the most personal of our stories...



MAYRENA

FROM SATURDAY 22ND TO FRIDAY 28TH JUNE 2024

ABOUT

IN THE RAWEST STATE. Guided by materials in their most original state, Alexandra David imagines and creates minimalist jewellery combining design and versatility. Influenced by design and architecture, the Stijl movement, the Bauhaus and the Art Deco style, the designer combines design and jewellery to create pure lines and architectural shapes. Neither before nor after, the jewels are present in their entirety.

GIOIA



BIJOUX GIOIA

FROM SATURDAY 29TH JUNE TO FRIDAY 5TH JULY 2024

ABOUT

Véronique and Virginie Morana, a perfectly harmonious mother-daughter duo, sparkle with personality. They embellish women, giving them that little something extra that will make them unique, that will challenge. The brand is all about original jewellery and bold fantasies, created by passionate artisans. Gioia is an elegant, trusted brand that invites you to pass on Parisian chic from mother to daughter.

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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