



EVOK

COLLECTION

Evok Collection appoints

AYA HANOVA

Chief Operating Officer

PRESS RELEASE



Evok Collection announces the appointment of Aya Hanova as Chief Operating Officer. In her new role, she oversees all group operations, property performance, service-excellence standards and development projects.

An international luxury-hospitality executive, Aya Hanova brings over 18 years' experience gained within leading five-star hotels across Europe and the Middle East. A graduate in hospitality management in Paris, she has held both operational and strategic leadership roles within some of the sector's most prestigious establishments: Rosewood Hôtel de Crillon, Four Seasons Hotel George V, Fouquet's Barrière, Le Royal Monceau – Raffles, and Burj Al Arab Jumeirah in Dubai.

Within the Airelles group in Saint-Tropez, she played a key role in enhancing the guest experience and optimising the management of seasonal teams. More recently, she led the launch and opening of a new hotel brand, from product and standards development to team structuring and performance management.

Recognised for her decisive, results-oriented leadership, Aya Hanova places particular emphasis on talent development, the transmission of expertise, and active team mentoring.

Her expertise will be instrumental as the group enters a new phase of growth, including the forthcoming openings of Brach Roma (Q1 2027) and Nolinski Golfe de Saint-Tropez (Q2 2027).

ABOUT EVOK COLLECTION

Since 2014, Evok Collection has been imagining and developing exceptional destinations shaped by a distinctive vision of luxury: sensitive, cultural and profoundly human. Each property is born from a clear intention: to create vibrant spaces infused with emotion, where aesthetics converse with meaning. Beauty is lived, service is elevated through the art of the gesture, and hospitality is expressed through genuine attention.

Through its two brands, Nolinski and Brach, Evok Collection explores two complementary languages: Nolinski, more contemplative, where culture and tranquillity define an art of time; Brach, vibrant and expressive, where urban energy becomes elegance and shared experience. Both are united by the same ambition: to create places that stand out for their presence, their atmosphere, and the stories they tell.

Attentive to local environments and craftsmanship, Evok Collection anchors its development in a responsible approach driven by respect, sustainability and the transmission of know-how. From Paris to Venice, Madrid, and soon Rome and Gassin in the Gulf of Saint-Tropez, Evok Collection pursues a single vision: to shape an art of living that is free, exacting and sustainable, a luxury of emotion and balance.



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