



EVOK

COLLECTION

BRACH ROMA ANNOUNCEMENT

Opening: Q1 2027

PRESS RELEASE



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Rome, 14 Via Luisa di Savoia (historic city centre)



Evok Collection announces the opening of Brach Roma in the first quarter of 2027: a new address in the heart of the historic city centre, a few steps from the Tiber and just 100 metres from Piazza del Popolo. With Rome, Brach unveils its third destination, following Paris and Madrid, and continues to shape an international brand with an instantly recognisable character: a living, urban, cultural expression of luxury, designed to engage in dialogue with the city.

The project is led by Zaka Investments (real-estate company) on behalf of Evok Collection (hotel operator), both owned by Pierre Bastid and partnered with Famille C Participations (the investment fund of the Courtin–Clarins

ROME, THE BRACH WAY: URBAN, COSMOPOLITAN, UNMISTAKABLY ROMAN.

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Housed in a landmark 5,000-sqm building, formerly a school, fully reimaged to become a 5-Star Luxury* hotel, Brach Roma embodies the Brach philosophy: an address that lives at the pace of its neighbourhood, as much for travellers as for Romans. Restaurant, patio, bar, rooftop, sport & wellness: a collection of experiences gathered in one place, all guided by the same exacting standards of style, detail, and service.

“ Brach is a brand defined by its energy: rooted, highly curated addresses that build lasting desirability and genuine recognition, far beyond the moment they open. ”

— Romain Yzerman

PHILIPPE STARCK LEADS THE ARTISTIC DIRECTION

As in Paris and Madrid, Philippe Starck is responsible for the artistic direction of Brach Roma, bringing to life the brand's DNA: an inhabited, vibrant, understated expression of luxury, where people come as much for the atmosphere as for the experience. Brach Roma articulates a clear vision of what a living place should be: not a passing trend, but a lasting address capable of establishing its own rhythm, its own scene, its own community, and a distinctive presence in the city.

FACTS & SIGNATURES

- 60 rooms and suites with terraces
- Rooftop
- Brach Restaurant with patio and Italian bar
- Sport & Wellness Club with 25-metre pool
- Concierge service

Hotel opening: Q1 2027
Reservations open: July 2026

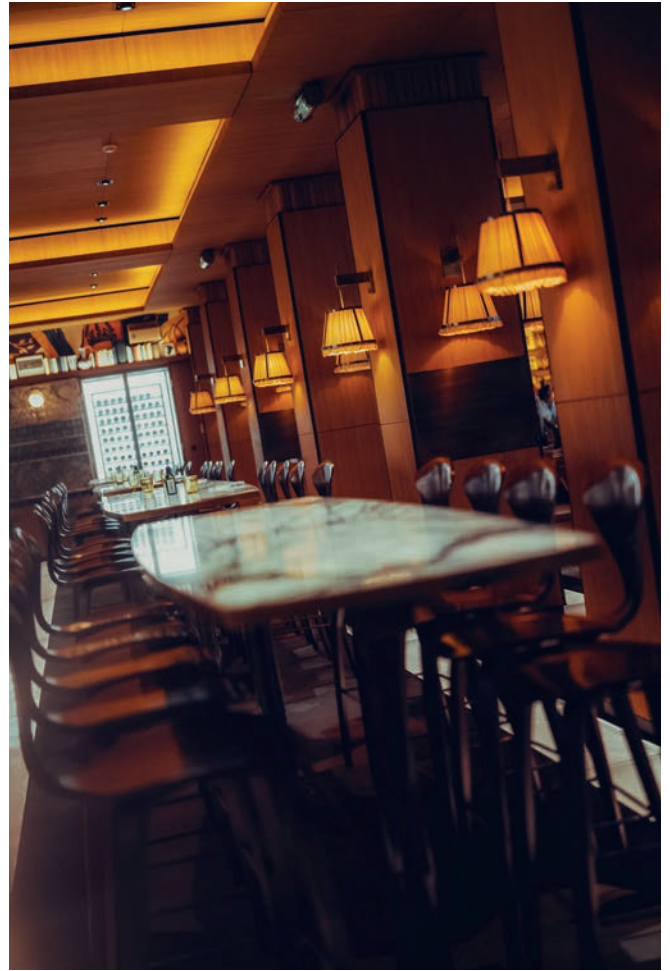




OTHER BRACH ADDRESSES



BRACH
MADRID



BRACH
PARIS

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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