

A Parisian rooftop terrace with the Eiffel Tower in the background. The scene is filled with lush greenery, wooden furniture, and people enjoying the view. The Eiffel Tower is prominently featured in the background, rising above the Parisian rooftops. The terrace is decorated with large, woven, spherical pendant lights and wooden beams. People are seated at tables, some wearing hats and sunglasses, suggesting a warm, sunny day. The overall atmosphere is relaxed and sophisticated.

A PARISIAN
SUMMER BY
BRACH
PARIS

In summer, Paris shifts into a different rhythm. The city feels lighter, the days stretch longer, offering a new way to experience it. Nestled in the heart of the 16th arrondissement, Brach Paris becomes the anchor point of this Parisian summer, a vibrant address where elegance meets energy, and where the city is truly lived.





FROM THE MOMENT YOU ARRIVE,
A SINGULAR ATMOSPHERE
TAKES HOLD.

Brach Paris is not simply visited, it is felt. Architecture, volumes, raw materials, and handcrafted details come together to create a space that feels alive, almost instinctive. In the rooms, the décor envelops you, wood, leather, natural textiles... every element invites you to slow down. Summer light filters through the windows, shaping a soothing environment. Mornings begin gently, with breakfast at Le XVI: warm coffee, seasonal fruits, and freshly baked pastries.



THEN COMES THE MOMENT
TO AWAKEN THE BODY.

A few laps in the 22-meter pool at the sports club bring welcome freshness during the warmest hours, or a group class sets the tone for the day. Just minutes from the hotel, the Bois de Boulogne extends this rhythm, running around the lake in the early morning calm, in a quiet, almost suspended atmosphere.



GYM

MEMBERS ONLY

A stroll to the Fondation Louis Vuitton offers a striking visual experience, where Frank Gehry's architecture captures and reflects the light at every moment. Nearby, the Jardin d'Acclimatation brings a playful pause, blending childhood memories with summer ease. The afternoon continues by bike towards the Grand Palais, discovering an exhibition dedicated to Henri Matisse's later works, vibrant colours, refined forms, and a sense of freedom that echoes the spirit of summer.

The afternoon continues by bike. Head to the 8th arrondissement and the Grand Palais to discover a unique exhibition dedicated to Henri Matisse, exploring the final years of the artist's work. Vibrant colors, refined shapes, radical freedom, an oeuvre that naturally resonates with the energy of summer.



AS THE DAY WINDS DOWN, IT'S TIME TO RETURN TO BRACH PARIS.

The light softens, the mood shifts. On the first-floor terrace, Kalios turns aperitivo into a ritual. Inspired by the Cyclades, Greek cuisine is meant to be shared, plates passed around, cocktails setting the evening in motion. The moment feels sun-drenched, like a journey elsewhere.





THE EVENING LINGERS.

Dinner unfolds to the rhythm of the open kitchen, between vibrancy and conviviality. The spirit is Mediterranean, just like the menu.

Then comes the moment to rise above it all. On the rooftop Villa Minuty, Paris reveals itself in all its beauty. Rooftops light up, the summer sky lingers, and the city becomes a backdrop. One last drink, and that rare feeling of being exactly where you are meant to be.

ABOUT BRACH

Brach is not just a place; it's a journey where luxury is reinvented. A new kind of exclusive luxury with a soul of its own. It's an invitation to enjoy a unique experience, where history and modernity intertwine. Here, every moment vibrates to the rhythm of infinite, benevolent and captivating creativity. A luxury that is not just about outward splendour, but one that influences people and brings them together, and from which it is difficult to detach oneself.

Since 2018, Brach Paris, in the prestigious 16th arrondissement, has embodied this rare alchemy between timeless heritage and bold creativity. It is a vibrant place, where every corner tells a story, and where the unique atmosphere makes this a place where you can happily lose yourself, just as if you had always belonged here. With 59 rooms and suites, a rooftop overlooking Paris and the Eiffel Tower, the Sports Club, the Restaurant and the Patisserie, Brach has become a veritable crossroads for culture, well-being and exclusive encounters. Intimacy and openness are harmoniously combined, with every detail carefully designed to surprise, inspire and reveal timeless luxury.

In 2024, Brach opened in Madrid, in the vibrant heart of the Gran Via. Here, the same creative spirit that inspired Philippe Starck can be found in the 57 rooms and suites, the Restaurant, La Capsule – a place for self-transformation – and the suspended terrace on the seventh floor. A rare affection for the imagination is reflected in each space, as well as a tribute to the memories of places and lives. In 2027, the same visionary spirit will see Rome take its turn to host this unique journey.

Brach, a living, inspiring and magnetic luxury that brings people together and awakens the senses.

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