



PRESS RELEASE



SOFITEL LUXURY HOTELS REVEALS NEW VISION FOR SOFITEL PARIS LE FAUBOURG BY DIDIER GOMEZ AND NEW CULINARY CONCEPTS BY YANNICK ALLÉNO

March 24, 2015 (Paris, France) - This month marked the debut of the new [Sofitel Paris Le Faubourg](#). A historic property set in the heart of most elegant neighborhood in Paris, the renovated hotel breathes new life with interiors marrying Parisian flair and contemporary touches, reimagined by renowned interior designer Didier Gomez. The property also unveiled a new, cutting edge culinary concept, *STAY Paris Le Faubourg*, created by three-star Michelin Chef Yannick Alléno.

"We are brimming with excitement with the launch of this new address in the heart of Paris. Sofitel Paris Le Faubourg is filled with expressions of the utmost elegance, reminiscent of the greatest haute couture houses located on the nearby Rue de Faubourg St. Honoré," shared Rick Harvey Lam, senior vice president global marketing, communications and partnerships, luxury & upscale brands ACCOR. "We couldn't have selected two better artists than Didier Gomez and Yannick Alléno to join forces with us to bring our vision to life."

The spirit of Parisian fashion reigns throughout Sofitel Paris Le Faubourg with Didier Gomez's creative interior design work enhancing the property's 18th century *hotel particulier* architecture, home to the *Marie Claire* offices in the 90's. Furniture and fabrics display a luxurious range of materials, textures and patterns, while pilasters and moldings preside in white with touches of gold and gray. Louis XV armchairs sit next to minimalist tables, and abstract geometric art motifs reveal the classicism of the typically Parisian columned foyer. Gallery-style corridor walls display photographic prints depicting fashion muses by some of the world's most famous photographers including Horst P. Horst, Chaloner Woods, and Irving Penn. In the lobby, eyes are immediately drawn to the superb mirrors and the 70's style bold chandelier.

In Sofitel Paris Le Faubourg's 147 guestrooms, the intimate, soft and crystalline atmosphere designed by Didier Gomez evokes the spirit of Parisian luxury, adorned with antique-style mirrors reflecting the brilliant ball dresses photographed by Cecil Beaton for *Vogue*. The property's suites embody the theme of a Parisian apartment in a wide range of six categories, from the Junior Suite to the Penthouse, which opens onto the roofs of Paris. The Faubourg and Prestige Suites embrace shades of gold, bronze and brilliant chrome yellow, a wide range of silky fabrics, and rich patterns. The Couture Apartment welcomes guests with lights that are inspired by couture dresses, satin and

velvet materials, a chestnut satin bedhead framed by golden panels which represent the sun and the moon, and geometric patterns on the floor.

An authentic urban restaurant concept inspired by Yannick Alléno's travels, *STAY* is designed for an elegant clientele hungry for gourmet adventure and is a testament to the award-winning chef's audacious creativity. Dishes include "*Café Faubourg*" *beef filet* and *matchstick fries*; *red chicken curry with cardamom rice*; and *monkfish cheek tagine*. With *STAY*, Yannick Alléno wanted to move away from conventional gastronomy by creating modern, comforting food. *STAY* is also a temple of delicacies and delights, with a Pastry "Library" offering ever-more innovative and surprising pastries such as hazelnut-flavored *gavotte* or banana *croustillant* with candied dates.

The hotel's Bar du Faubourg invites guests into an elegant black and white setting featuring boudoir-style sofas, warm brown and brilliant gold accents, and graphic patterns inspired by Op Art. In this space, hotel guests and locals alike can enjoy a menu of couture-inspired cocktails created by Yannick Alléno, including the *Christian*, a champagne cocktail with floral notes, as delicate as an organza corolla skirt designed by Dior, and the *Yves* where the Moroccan flavor of spicy mandarin evokes Saint Laurent's oriental satin decorated with mauve sequins.

Room Rates at Sofitel Paris Le Faubourg start at \$350 per night. For more information or reservations, please visit www.sofitel-paris-lefaubourg.com.

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