

PRESS RELEASE

SOFITEL UNVEILS “LA PARISIENNE BY SOFITEL”

Traveling photo exhibition dedicated to Parisian women has been launched last night in Paris

Paris, 08 June 2016 – Last night, Sofitel Hotel and Resorts proudly introduced its new traveling photo exhibit ***La Parisienne by Sofitel*** at the Sofitel Paris Arc de Triomphe ; This new photo exhibition takes an intimate look at one of the world’s most captivating communities: “les Parisiennes” - the Parisian women who make the iconic city so chic and elegant.

A TRAVELING EXHIBITION, A LUXURIOUS INTERPRETATION OF NEW FRENCH ART DE VIVRE

La Parisienne by Sofitel is a two-part exhibition. The retrospective features 22 iconic photos of Parisians dating back to the 1950s from the photography collection of the famous French magazine *Paris Match*, including some shots from *Paris Match* photographer Emanuele Scorcelletti.

The contemporary aspect features 10 winning photos from the contest *La Parisienne*, photographed by amateurs and young professionals – including the winner.

The traveling exhibition, which made its debut last night, will begin a voyage in September 2016 that will take it to London, Warsaw, Amsterdam, Lisbon and Budapest before continuing on to other destinations. At each stop, *La Parisienne by Sofitel* will spend several weeks in a specific Sofitel hotel, allowing travellers all around the world to discover Paris – and the faces of Parisians – through the decades.

A CELEBRATED PARISIAN AMBASSADRESS: BETTY AUTIER

To pay homage to *La Parisienne*, only a real Parisienne will do! French fashion and lifestyle blogger Betty Autier is the ambassador for *La Parisienne by Sofitel*. Betty first launched her celebrated blog *Le Blog de Betty* in 2007. Today she is a veritable fashion influencer in France and beyond: Betty’s blog is translated in four different languages, and she is followed by more than 824,000 people on Instagram alone.

In her role as ambassador for *La Parisienne by Sofitel*, Betty helped inaugurate the photo exhibit in Paris last night, and also participated as part of the jury in the “La Parisienne Nowadays” photo competition.

“It’s an honor to be the ambassador for *La Parisienne by Sofitel*. There are many iconic French personalities that I admire, particularly Coco Chanel for her ‘French chic’, Catherine Deneuve for her elegance and charisma, Lou Doillon for her talent, Charlotte Gainsbourg for her nature, and Caroline de Maigret for her style,” said **Betty Autier**. “The photos selected for this exhibition evoke a memory or emotion, and each one offers its own distinct definition of Paris. For travelers who dream of visiting Paris, *La Parisienne by Sofitel* is a great opportunity to discover the city through unique imagery.”



LA PARISIENNE: AN EXCEPTIONAL CULTURAL EXPERIENCE BY SOFITEL

The traveling photo exhibit *La Parisienne by Sofitel* embodies a key Sofitel pillar: culture. As an ambassador of French elegance around the world, Sofitel makes it a point of honor to celebrate its French heritage via numerous cultural events linked to literature, fashion and art.

Sofitel organizes photo exhibits that travel the world by being featured in a selection of its hotels. Since 2014, Sofitel photo exhibits have included *Revealed by Sofitel*, a photographic exhibition which captured the world's greatest modern artists at work in the intimate setting of their workshops, curated by Olivier Widmaier Picasso, grandson of Pablo Picasso; *Elles by Gilles Bensimon*, which featured influential works by one of the most accomplished and well-known fashion photographers in the world; *Brigitte Bardot Forever*, which featured an exclusive selection of 30 photos that traced the French icon's career; and *Fashion Stills*, which revealed a rare sneak peek at the secret world of haute couture.

La Parisienne by Sofitel is hosted at Sofitel Paris Arc de Triomphe since June 7, 2016 for two months and will then travel the world. Please visit www.sofitel.com for specific dates and locations.

Sofitel, AccorHotels' authentic luxury brand, blends local culture and French art de vivre to create magnificent moments for international travellers seeking a uniquely elegant experience.

Guests staying at one of Sofitel's 121 addresses will enjoy design, culture, gastronomy and wellness. All over the world, Sofitel promises travelers looking for contemporary accommodation, a skillful blend of local culture and French art de vivre. Each address is distinctive, with its own "cousu-main" service, stylish interior, and inspired and creative gastronomy. The brand's hotels are located in large cities like Paris, London, Berlin, New York, Rio de Janeiro, Dubai, Bangkok, Singapore and Shanghai, or set against wonderful landscapes in destinations like Morocco, Egypt, Thailand and even French Polynesia.

AccorHotels, the world's leading hotel operator, is present in 92 countries with 3,900 hotels and 190,000 employees.

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