

Press release

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**PULLMAN AND THE ELECTRO-POP DUO “SAUVAGE”
JOIN FORCES TO CREATE A MUSICAL UNIVERSE**

Pullman, the cosmopolitan brand of the AccorHotels Group, unveils a new musical universe for its 108 hotels worldwide. To strengthen the ties between its guests and the brand’s identity, each hotel will now propose a musical experience comprised of titles that are contemporary and sophisticated, like the brand. The up-and-coming duo Sauvage brings a touch of electro pop to the mix with their song “You Feel Right”, composed exclusively for Pullman.

Designed in partnership with BETC Pop and its artistic director Christophe Caurret, this musical selection captures the Pullman brand universe both accurately and equitably.

An original musical creation for Pullman

The brand lays claim to its French flair by associating itself with a young French group, which it has integrated within its hotel experience. This musical collaboration with Sauvage accurately illustrates the Pullman brand’s slogan “Our World is Your Playground” and places young talent at the heart of the scene and its hotels: lobbies, restaurants, bars and spa...

Two versions of “You Feel Right” were created – one instrumental, the other vocal – to immerse guests in an ‘electronic and cosmopolitan jungle’ atmosphere. The title was launched during an exclusive Sauvage concert at the Pullman London Saint Pancras, attended by the hotel’s VIP guests. Moreover, the music is available for streaming via the Deezer and Spotify platforms.



[Play the video](#)

Sauvage, the luminous and sophisticated electro-pop duo

It all began in 2010 on the island of La Réunion. Pierre-Alain Grégoire and Edouard Perrin – aka PAG and DOUD – approached each other to test new musical horizons. Together they took music classes and composed their first album, “Early Days”. Pierre-Alain Grégoire and his androgynous voice lend the duo a resolutely electro identity, while Edouard Perrin, guitarist and percussionist, takes inspiration from his arty-rock style.

Today recognised for their talent and their dedication to perfection, Sauvage is a must at the most popular music festivals: Rock En Seine in Paris and the Inrocks Festival in Nantes, to name but two.

The partnership with Pullman has come about intuitively, and is a first for the group. *“The general guideline was clear, and we took inspiration from the art of travel and discovery. The musical territory emerged from Pullman hotels, which are often located in the heart of the world’s biggest cities. We totally immersed ourselves in the brand’s universe. After a few hours work, the music sprang forth very naturally,”* notes **singer Pierre-Alain Grégoire**.

Pullman Hotels & Resorts, a cosmopolitan brand designed for a ‘new generation’ of travellers

Pullman Hotels & Resorts stand out for their distinctly contemporary flair. Already highly engaged in the world of contemporary art and design, the brand has stepped up bold undertakings with architects and designers such as Christophe Pillet, and contemporary artists like the rock photographer Richard Bellia, the graphic artist and illustrator Louisa Gagliardi, and fashion designer Martine Sitbon. The venture with the electro-pop duo Sauvage marks a new step for the brand, which is geared towards the ‘new generation’ traveller: hyper-connected, nomadic, refined, and in tune with a lifestyle universe.

Located in the heart of the world’s main cities, in leisure destinations and near major transport hubs, Pullman Hotels & Resorts offer infinite possibilities for new experiences, encounters and ideas. Connectivity and technology are strong brand markers that erase the boundaries between performance and leisure, favouring intense experiences *“which, like our music, evoke images with just a few syllables”*, adds **Edouard Perrin, the duo’s musician**.

Follow Pullman Hotels & Resorts on the social networks:
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About Pullman

Pullman Hotels & Resorts, AccorHotels’ new generation of upscale hotels, is a cosmopolitan brand that offers hyper-connected travelers an experience that combines both efficiency and wellness.

Global nomads are captivated by the brand and appreciate its business, fitness and restaurant facilities as well as its focus on innovative design. Pullman has over 108 hotels and resorts in 31 countries in Europe, Africa, the Middle-East, Asia Pacific and Latin America.

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