



LE ROYAL MONCEAU

RAFFLES PARIS

PRESS KIT





1.

An invitation to travel

Le Royal Monceau– Raffles Paris is a project which has made real a dream of creating somewhere different: somewhere nourished with its own history and vibrations, as well as with Paris; a sentimental space woven from encounters, sensations and emotions, inhabited by the French spirit, impregnated with culture, and dedicated to the sole genuine elegance – that of the heart.

It all started with the desire to remodel the classic codes of luxury hotels and so project them into a new dimension. But the project also derives from an affirmation of a slightly insane, infinitely poetic determination to break with custom, to steer clear of the apparently inevitable, to welcome the unusual, and to declare a tenderness for panache and impertinence, for fantasy and excess, while still cherishing rigour and perfection.



This desire embodies a "*je ne sais quoi*", a spirit that some have called the French Revolution, others the French Touch, a happy synthesis of movements and influences, of grace and authenticity, of fidelity and critical acumen. As a luxury hotel from the roaring Twenties, a rendez-vous for artists and writers, as well as for gentlemen and adventurers, *Le Royal Monceau – Raffles Paris* has always embodied "Parisian elegance" in all of its spontaneity, culture and sagacity. It still remains a rendez-vous for those who are not afraid of their own era and instead provoke improbable encounters, those who savour "lost time", the white magic of unexpected moments and that sweet melancholy which seizes us as soon as we leave behind the helter-skelter of our daily existences.

In the words of Philippe Starck, who has entirely reimagined *Le Royal Monceau – Raffles Paris*: "*a hotel is intrinsically pointless, it is just a shelter for people, who deserve our attention, generosity and consideration*". It is for this reason that art and culture, beauty and creation have been given a presence which is so original, dominant and genuine.

This can be seen everywhere: in the layout of the spaces, in the furnishings or in the service. Not forgetting the atmosphere. Here, creativity is offered up quite openly, as an invitation to travellers to experience something memorable. People come to *Le Royal Monceau – Raffles Paris* to live out their lives, or else a different life, borne up by the spirit of the place,

"A hotel is intrinsically pointless, it is just a shelter for people, who deserve our attention, generosity and consideration"

Philippe Starck

transported by a shared élan, a light, imperceptible pulsation, which can never be forgotten. Here, everyone can find what suits them, between intimacy and sharing, between effervescence and rest, according to their desires, their mood or the moment of the day.

Le Royal Monceau – Raffles Paris is not just somewhere to be passed through, but for staying, because it creates the singular sensation of being both at home and away, with familiar faces and yet among strangers, as both host and guest, in a constantly seething mix of culture, creation and emotion.

2.

A past of magic

Paris, August 2nd 1928: there has been a heat-wave for the past week. By nine o'clock, the capital is beginning to melt into the haze. In front of 37 Avenue Hoche, a man is pacing about, seeking out the coolness of the plane trees that border the service road beside the avenue; he then turns and gazes at the discreetly monumental façade, elegant high windows and smooth line of the awning. The man is Pierre Bermond and the hotel is *Le Royal Monceau - Raffles Paris*, which opened the previous day. Another man now emerges from it, hails the doormen and porters, then walks over to join him. This is his associate, André Jugnot.

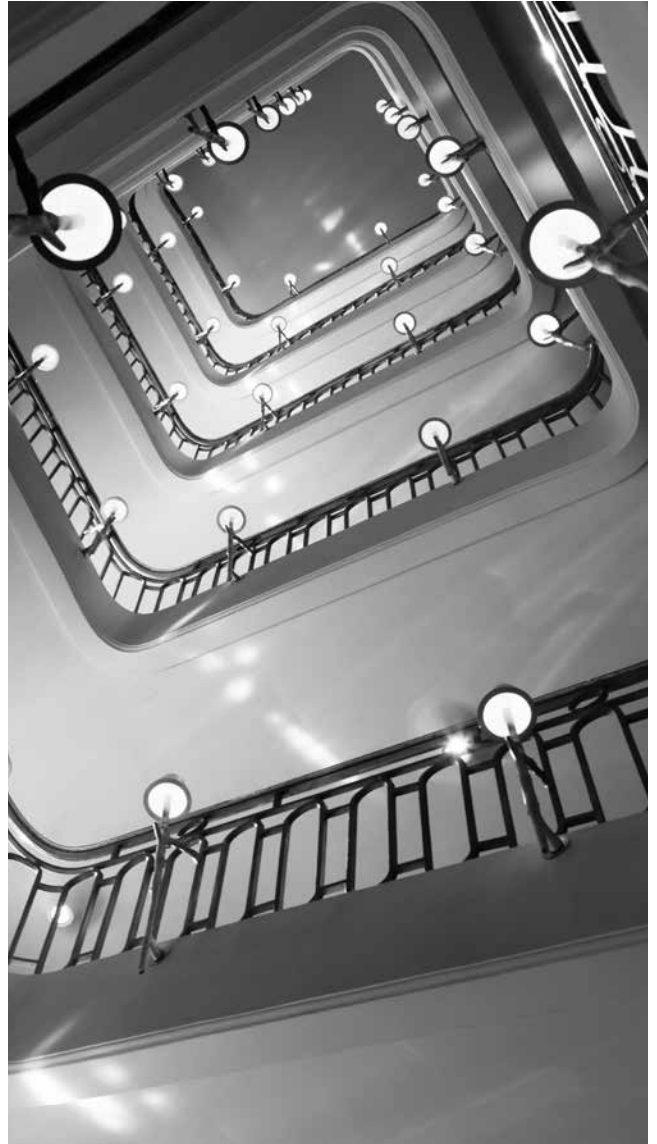
After founding the *Miramar Hotels* in Biarritz and Cannes, several hotels in Evian, and the *Carlton* and *California Hotels* in Paris, here they now are on this peaceful, sumptuous avenue, shunned by the trams and buses, which still rustles with the trotting of the horses that drove Anatole France to Madame Arman de Caillavet's literary salon.



Pierre Bermond walks down the avenue, which is soon to be overwhelmed by the sun. Before setting up his hotel group, he was born in Nice, then studied to become a lawyer in Aix-en-Provence and thus knows how to negotiate with the heat: economise your movements, gather every breath of air, seek out the shadows of the trees. Did he not provide *Le Royal Monceau* hotel with a spacious garden, the only one of its kind in Paris? Though, it is true, the 8th arrondissement did lend itself to this purpose...

In the 18th century, this area of Paris was still the countryside, dotted with isolated villages and hamlets. It was here, just by the village of Monceau, that the Duke of Chartres decided to establish a park of eight hectares in 1773. He entrusted this project to Louis Carrogis, or 'Carmontelle', a playwright, revel-maker and avant-garde landscape designer, who devised an Anglo-Chinese style garden, decked with a multitude of miniature buildings, or 'follies'.

Amid the woods, along the spacious lawns, and in the flowerbeds or lakes could be found a Dutch windmill, a minaret, Chinese bridges, an obelisk, a pyramid, a grotto, a medieval castle... This theatrical set, in which everything has been planned for amusement, was the scene of sumptuous festivities until 1792, when the Duke of Chartres, now Philippe Égalité, gave it over to the Republic. After a dark period, during which it fell into disuse and then was cut in half, the Duke of Chartres's folly became the property of the city of Paris in 1860. It was then renovated by Baron Haussmann and renamed Parc Monceau.



Thanks to its fantastical landscaping, Parc Monceau helped to make follies fashionable. So it was that, in 1775, Nicolas Beaujon acquired a dozen hectares next to the Butte de l'Étoile, where he established a quite extraordinarily sumptuous property.

It was progressively sold off in lots after its owner's death until, at the beginning of the 19th century, it became the Beaujon quarter, attracting artists and writers: Théophile Gautier lived there with his ponies, Arsène Houssaye had a Gothic manor built there, surrounded by a garden of vines, Rosa Bonheur made it her home for a time...

It was at this time that the redesigning of *Place de l'Étoile* was commanded by imperial decree. In 1854, Boulevard Monceau was opened, which was then renamed *Avenue de la Reine-Hortense* before receiving the name of a revolutionary general, Lazare Hoche, in 1879. Avenue Hoche was skirted by sumptuous buildings and town houses, boasting among its residents the parents of the future Anna de Noailles, Basil Zaharoff the adventurer and arms dealer, as well as Albert and Léontine Arman de Caillavet, famous for their literary salons.

A little further up towards *Place de l'Étoile*, a spacious property contained a retirement home belonging to an order of nuns. After the First World War, it was purchased by the hotel group belonging to Pierre Bermond and André Jugnot.

While the gardens were preserved, the buildings gave way to an elegant construction of harmonious proportions: *Le Royal Monceau* hotel. It was designed

by the architect Louis Duhayon who, along with his associates Charles Lefebvre and Marcel Julien, also created *Les Arcades du Lido* on the *Champs-Élysées*, among other luxury addresses.

As soon as it was opened in 1928, *Le Royal Monceau* hotel became a rendez-vous of choice for artists and intellectuals. Its worldwide clientele appreciated its gardens, its spacious bar, its gaming rooms for bridge, table tennis, or billiards and... its barbershop. Everything had been thought out to provide luxury, calm and modernity: its 265 rooms, its Appartement Royal and its Suites contained the most recent appliances, while the service was attentive and discreet and its restaurant became a gastronomic delight. As for the private salons, they were to witness historic events, beginning with the social and economic hum at the start of the 3rd French Republic.

So it was that players on the political scene would run into Josephine Baker, or else Maurice Chevalier, Ernest Hemingway and Mistinguett. It was an era of exuberance, glamour and liberty. The Dadaists, then the Surrealists, proclaimed the kingdom of the imagination; Parisian nights echoed with jazz; theatres and cinemas prospered. Malraux published *Les Conquérants*, Marcel Pagnol directed *Topaze* and Maurice Ravel composed *Boléro*, while Gabrielle Chanel was imposing her own form of modernity.



Having been requisitioned during the Second World War, *Le Royal Monceau* hotel regained its independence in 1945 – in particular, it entertained General Eisenhower, Field Marshal Montgomery and the allied high command – before resuming its activities the following year. In 1947, Ho Chi Minh spent seven weeks there during the Fontainebleau Conference, which was to determine the future of Franco-Vietnamese relations; then, in May 1948, David Ben Gourion and Golda Meir signed the birth certificate of the State of Israel on its premises.

Prestigious guests came, returned and met up: Joseph Kessel, Walt Disney, the Maharajahs of Indore and Kashmir, King Farouk of Egypt, the Aga Khan... In their footsteps would later come Michael Jackson, Madonna, Robert de Niro, Lou Reed and Sofia Coppola.

Over the years, while remaining a rendez-vous for Parisians and a select address for travellers from all over the world, *Le Royal Monceau* hotel started to slumber.



3.

*To sleep, to dream,
to share... and live*



This is the place. Here, where the awning above the majestic entrance sheds a ruby-coloured light, while the porters, bellboys and doormen welcome travellers, opening the doors to those who, for one night or, perhaps, for several years, will make this place their “home”. As a delightful step in a journey or trip, for a rendez-vous or when out roaming, arriving at *Le Royal Monceau* means starting quite naturally in the intimacy of La Réception, which Philippe Starck – who has rethought the entire hotel – has conceived as *a reunion or return to a family house, to a “home”, with a promise of peace, rich with fertile surprises.*

This gentle antechamber then opens out into the lobby. It appears as a huge central aisle punctuated with little private salons and tiny display cases; it seems full of sentimental, familial chaos, in which any attempt at order is instantly overthrown by the shades or traces of travels: a Siberian knickknack, an Italian vase, a work of art...

Its three hundred square metres lead to the historic, monumental staircase – multiplied endlessly by a play of mirrors reflecting *Le Royal Monceau's* collection of chandeliers, grouped into clusters – which echoes with a half-forgotten melody as it rises to the upper floors and intimacy of the bedrooms, Suites and private apartments.

A room of one's own, to sleep, perchance to dream. And to live. After the effervescence of the public areas on the ground floor – which can be returned to later for exploration – now comes a secret serenity favouring abandon. The bed occupies stage centre.

In a unison mingling the exacting elegance of the 40s and 50s – rigorous lines, fine materials, warm colours – with the poetry of sensitive details, each of the eighty-five rooms seems full of a life and a history which its occupants, no matter how long or short their stay, are invited to extend: books placed here and there on the shelves, a light-shade decked with a sketch, a shell of Murano blown glass, party photos leant against a wall, a signed acoustic guitar, love letters left in the drawer of a desk – which has itself been drawn up beside the bed so as to allow for midnight jottings – a scarf, a pearl necklace... they are all traces of a traveller besotted with the wild blue yonder, or of a dandy, a woman of letters, an artist or passionate collector.

This history continues in the stone, steel and glass world of the bathroom, a celebration of extreme cleanliness in which lurks a painting, or photos stuck

behind a mirror... Finally, the dressing room, in an allusion to the fitting-rooms of haute couture, reveals a succession of mirrors and neoclassical furnishings in a shadowless light. Such is the layout of these rooms which seem to be whispering how life, real, beautiful, nonchalant, pulsating in all its lightness, is possible quite simply only in Paris.

Conceived in the same spirit, the sixty-four Suites are fully-fledged private territories, or staging posts for the world's wanderers and artists, providing them not only with a space to work but also an inspiring environment, bearing the memories of all their predecessors.

For example, Suite 714 where Ray Charles once lived, now bears his name and contains photographs by Arlette Kotchounian who wrote *The Sun Died* essentially for him. The three Private Apartments provide the advantages of a private dwelling, while at the same time offering all of the hotel's services.

4.

Our collection of spectacular private Suites



The 41 Avenue Hoche is the best private address in Paris. Wonderfully elegant and luxurious, yet understated and very welcoming.

Behind a discreet entrance on the chic avenue Hoche, next to *Le Royal Monceau – Raffles Paris*, is a collection of heavenly Suites, including three spectacular 350sqm Private Apartments. Each one is designed as an exclusive private residence, with levels of service worthy of a great private house.

Set over five floors, these beautifully sophisticated, flexible Suites offer their guests not only the services of the most exciting hotel in the city, but also private and secure entry through 41 avenue Hoche, and direct access to the hotel's idyllic Spa *My Blend by Clarins*.

The largest Suites also have a private hammam and gym (with a personal trainer). A sublimely skilled and creative florist is on hand to make the wildest of floral dreams come true. And – the ultimate of luxuries – a chef who will interpret the culinary desires of every guest, day or night, to create unforgettable meals.

Original architectural features are brilliantly blended with contemporary French design and individual character. For business trips, multi-generational travel, shopping sprees, or romantic interludes, the Private Apartments offer a combination of the discretion and space, underpinned by the comforts of a 5-star hotel. This is the height of Parisian luxury.





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5.

Restaurants & Bar



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IL CARPACCIO

Our Italian restaurant draws on a Sicilian baroque style with an extravagant shell decor on the walls, opening onto a lovely glass conservatory drenched in light.

Il Carpaccio restaurant has partnered with the three-star restaurant *Da Vittorio*, and welcomes its two new Chefs Oliver Piras and Alessandra Del Favero. They are taking the lead of the mythical restaurant of the Palace, to propose a gastronomic Italian cuisine, authentic and gourmet, through an exclusive menu, created in partnership with the Chefs of *Da Vittorio*, Enrico and Roberto Cerea.

On his side, Pastry Chef Quentin Lechat has successfully reinterpreted many classic Italian desserts and our outstanding sommelier shares with great pleasure his passion for Italian wines.

Open daily for lunch and dinner.
Lunch and dinner in the garden during warm weather. Tel: +33 (0) 1 42 99 88 12
Email: carpaccio.royalmonceau@raffles.com



MATSUHISA PARIS

World renowned Chef Nobu Matsuhisa and *Le Royal Monceau – Raffles Paris* have partnered to introduce the first Matsuhisa restaurant in France.

Further to the internationally celebrated *Matsuhisa Beverly Hills* and the celebration of six other exclusive destinations around the world, *Matsuhisa Paris* opened in March 2016, under the expertise of Executive Chef Hideki Endo and his team of sushi masters. *Matsuhisa Paris* brings a highly contemporary vision of Japanese cuisine; a gastronomic encounter between Asia and Latin America – two cultures dear to the heart of Nobu himself. The extensive and original menu at Matsuhisa Paris offers a unique Peruvian-Japanese culinary experience with a bespoke array of Nobu's legendary signature dishes including: Albacore Tuna Sashimi with Jalapeño Peppers, Black Cod with Miso, and Sashimi Tacos as well as traditional sushi.

Open daily for lunch and dinner.
Lunch and dinner in the garden during warm weather.
Tel: +33 (0) 1 42 99 88 16
Email: dining.paris@raffles.com



LE BAR LONG

A place to meet and talk, this bar is an unusual spot – its structure is broken up by large white linen curtains, works of art and a surprising collection of lamps and chandeliers. Located at the heart of the hotel, *Le Bar Long* is a high, long, narrow and luminous bar. For this space, designer Philippe Starck wanted to break with convention, the repetitive face-to-face layout between patrons and a bartender moving behind a bar. This is a place where people stop, talk, read and enjoy the great classics of luxury hotel bars or chic tapas, all served with original cocktails.

Open daily all day long.
Served in the garden during warm weather.
Tel: +33 (0) 1 42 99 98 50
Email: barlong.paris@raffles.com



LA CUISINE

La Cuisine welcomes guests for its award-winning breakfast and renowned Brunches.

Every morning, the Parisian Palace offers a delicious buffet with carefully selected products. Tasty creations are prepared by Quentin Lechat and guests can enjoy organic eggs, muesli, selections from by the french baker Frédéric Lalos, organic tea, freshly-squeezed fruit juice, gluten-free selections... The brunches are gourmet adventures, elevated with select products from talented and passionate craftsmen, including a vast selection of desserts by Pastry Chef Quentin Lechat. Every Saturday during brunch, the most artistic Parisian Palace offers creative and playful activities for its youngest guests.

Open daily for breakfast.
Brunch on Saturdays and Sundays.
Tel: +33 (0) 1 42 99 88 16
Email: dining.paris@raffles.com



THE TERRACE

The terrace is a leafy haven at the heart of *Le Royal Monceau - Raffles Paris* – a world away from the hustle and bustle of the chic Avenue Hoche. It is the perfect setting to enjoy the first rays of spring sun and people-watching, in the calm of a garden in bloom (weather permitting).

Tables from restaurants *Matsubisa Paris* and *Il Carpaccio* spill out softly to share this jewel of a space. The doors of *Le Bar Long* open here to create a unique blend of activity and tranquil chatter throughout the day. Guests can enjoy a delectable lunch, sip a smooth coffee, or delight in an exquisite Quentin Lechat's pastry, *al fresco*.

The terrace flourishes and transforms throughout the day and the seasons. Benches surround the pond in the middle of the garden. Deep within it, you can see the water moving in the spa swimming pool below.



6.

Club Vinales, a private enclave for cigar aficionados



With cigar smoking and humidors right back in vogue, it's no surprise that the ever-chic *Le Royal Monceau, Raffles Paris* has opened a private cigar club, "Club Vinales" for cigar lovers.

Deeply comfortable, with bespoke leather club armchairs, art books and international magazines, this jewel-like retreat is dedicated to the delights of the Havana and the Montecristo.

This is a sanctuary for the happy few, where they can while away the hours with like-minded aficionados... This is a place where serious issues of the day are discussed, the world is put to rights and smoke-wreathed moments of calm are savoured. For fine days, there is a members-only private terrace, accessible directly from *Le Club Viñales*.

Membership will be strictly restricted. When they join, each member will be given a key for their own private humidor where their cigar collection will be stored and preserved. And over the first few months of their membership they will be recognized with exclusive gifts: accessories from the iconic French company *ST Dupont*, famed for its lighters and leather goods, as well fine cognac and whiskies.

Other advantages include an exclusive concierge service, made-to-order cocktails behind closed doors and invitations, with a guest, to private tastings, conducted by such great names as *Dom Perignon*, *Hennessy*, *Louis XIII* and *Glenfiddich*. They will also

be entitled to additional benefits when using the hotel's restaurants and guestrooms. *Le Club Viñales* – a private enclave, deep in *Le Royal Monceau - Raffles Paris*, for connoisseurs and aficionados, the latest chapter in the story of this show-stopping hotel.





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7.

Art & cultural services



When it reopened in October 2010, *Le Royal Monceau – Raffles Paris* developed an elaborate cultural policy, offering customers a range of cultural options including an art bookstore dedicated to contemporary art, a modern cinema, a contemporary art gallery, a private collection of over 300 works of art and a cultural service run by our Art Concierge. The artistic program of the hotel is multidisciplinary, multimedia and intergenerational.

The art concierge and her blog

Le Royal Monceau – Raffles Paris offers a unique service: an Art Concierge. Our cultural mediator Julie Eugène guides and advises our guests as they visit Paris, keeping them posted on current art news and devising tailor-made plans. She can also offer customized visits of the hotel's private collection.

What is an Art Concierge? Designed by Philippe Starck, the Art Concierge role is essentially an advisory role and a cultural mediator with the clients as well as the staff. The Art Concierge is there to answer any inquiries regarding art and culture.

The creation of this new service in a luxury hotel in Paris is a world first, and covers two aspects: the implementation of art exhibitions at *Le Royal Monceau – Raffles Paris* Art District gallery, and services to customers such as: museums visits, guided tours of an exhibition by the curator, visiting artist studios, art galleries or private collections, private viewing of special pieces, private guitar lessons, cultural activities for children, cultural tour in Paris guided by an art concierge, etc.

Available every day.

Tel: +33 (0) 1 42 99 98 81

Email: julie.eugene@raffles.com

<https://www.artforbreakfast.com/en/>



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ART DISTRICT, THE ART GALLERY

This exhibition area is the hub of the artistic and cultural life of the hotel. A new venture into the world of contemporary art in Paris, *Art District* welcomes artists, art connoisseurs and collectors, patrons and art professionals. The space is dedicated to premiere exhibitions in Paris: retrospectives, commissions for *Le Royal Monceau - Raffles Paris*, presentation of new or previously unseen collections.

Open every day.

Free entrance.

Tel: +33 (0) 1 42 99 98 81

Email: julie.eugene@raffles.com





ART BOOKSTORE ‘LA LIBRAIRIE DES ARTS’

The leading contemporary art bookstore in a Parisian luxury hotel, *La Librairie des Arts* is an emblematic element of art and culture at the hotel. Echoing its art program and worldwide cultural current events, the bookstore has over 700 titles as well as objects by artists and architects, limited editions and various unusual formats. Yet another place to meet and share, *La Librairie des Arts* has a wide selection of works, constantly updated.

Open daily.

Tel: +33 (0)1 42 99 88 84

Email: julie.eugene@raffles.com



8.

Private Art Collection



Works from the collection of *Le Royal Monceau - Raffles Paris* are exhibited in each of the hotel rooms and Suites, as well as in the public areas and the garden. The creation of this collection for the

rooms and Suites represents a major investment, notably in fine-art photography, with such artists as Simon Chaput, Koichiro Doi, Guy Le Querrec, Lucien Hervé, Rune Guneriussen, Thierry Dreyfus, Harry Gruyaert and Marie Maillard. One Suite is decorated with a series of portraits by Arlette Kotchounian of Ray Charles, once a familiar face at the hotel. A view of the hotel interpreted by hyper-photographer Jean-François Rauzier hangs in Suite 341. The works of art exhibited in the public areas were all commissioned specially for the hotel from international artists. Stéphane Calais' fresque murals, *Jardin à la Française*, adorns the ceiling of the restaurant *Matsubisa Paris*. Rosson Crow's *Grand Salon, Maison d'Alsace, 1929*, hangs in the VIP room of the restaurant *Il Carpaccio*. Craftsman Thomas Boog also worked on the decor of the Italian restaurant, creating a fresco of hand-glued shells. On the first landing, the impressive *Salle des Trophées* by Russian artist Nikolay Polissky consists of an installation of 15 life-size wooden elk and deer. English artist Stephen Smith designed the mirrors on each of the hotel's landings.

9.

The Katara Cinema

Le Royal Monceau – Raffles Paris innovates in the world of the parisian luxury hotels. With its own integrated movie theater, the hotel intends to keep Paris on the front line for major international film premieres, creating an institution, a one-step meeting place and venue for international actors, directors, writers, producers and promoters alike. The *Katara Cinema* is the first class 99-seat theater, with integrated state-of-the-art sound and projection equipment in 35 mm, digital and 3D. A comprehensive team of screening and audio professionals, unique in the luxury hotel industry, are on-hand throughout the event. The screening room is also available for hotel guests to organize private screenings, to watch auctions, to broadcast concerts or to organize seminars. The *Katara Cinema* is also one of the key elements in regards to the presence of art and culture in the hotel. Tailored event programming will celebrate the seventh art through exclusive and high-end rendezvous with *Le Royal Monceau Film Club* for local film buffs. Every Sunday at 6 pm, guests can enjoy a deluxe screening to wrap up the weekend on a glamorous and cultural note with a glass of champagne and caramelised popcorn.





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10.

My Blend by Clarins Spa



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The luxurious *My Blend by Clarins* Spa at *Le Royal Monceau - Raffles Paris* is a white paradise of relaxation and pampering.

At the centre of the 1500m² spa is an eye catching 23 metre swimming pool; bathed in natural light.

The revolutionary new concept, *My Blend by Clarins* by Dr Olivier Courtin, is a unique range of fully customisable skin care products designed for the individual needs of every skin type at every age. The bespoke facial treatments, exclusively available at *Le Royal Monceau - Raffles Paris*, begin with an in-depth skin analysis to determine the biological age of the skin, followed by expert application of the personalised treatments by 'My Beauty Coach'.

The Spa also offers the essential *Clarins* products and includes body treatments, massages and traditional facials for men and women.

The Spa aims to ensure guests feel like they are floating on a cloud and this feeling of total serenity is attended to by carefully selected experts: highly trained 'Beauty Coaches', 'Pool Coach' providing swimming lessons and aqua fitness, 'Body Coaches' for personal training and 'Spa Concierges' managing the appointments of hotel guests and spa members. The *My Blend by Clarins Spa* features a watsu pool,

a hammam, a laconium room, an ice fountain, a sauna and seven treatment rooms (including one VIP double cabin), where ladies are pampered in rooms of pure white with feminine hints of translucent pink and gentlemen are welcomed into their treatment zones via a large stainless steel hall. Our Ladies & Gentlemen's relaxation rooms also offer a unique "shower experience", which can be tailored with different choices of light, music and essential oil.

The four generously proportioned fitness rooms feature state-of-the-art Technogym and Kinesis equipment, a private Thai Boxing studio, one room entirely dedicated to Pilates with the latest Reformer and Cadillac machines, and a yoga room offering Hatha, Vinyasa, Ashtanga and Power Yoga.

Open daily for in-house guests, members and visitors.
Tel: +33 (0) 1 42 99 88 99
Email: contact@sparoyalmonceau.com



