

Paris, 12 June 2017

Reopening & Legend

The newly renovated Hotel Barrière Le Fouquet's Paris and its famous brasserie will be back on centre stage in July and ready to make Paris sparkle. Following several months of renovation works, the quintessential Parisian establishment is about to reopen its doors.



Paris, Champs-Élysées, 1 July. Witness the return of Hotel Barrière Le Fouquet's – the atmosphere, the style and the stars – following its six-month absence. In the 81 spacious and luxurious Rooms and Suites established some ten years ago by Dominique Desseigne, Head of the Barrière group. The refined materials, delicate fabrics and lighting, dedicated to well-being and luxury, reflect the elegant and distinctive signature of interior designer Jacques Garcia.

Avenue des Champs-Élysées is getting its *hôtel particulier* back. For four centuries, these two words have been used to describe a cosy Parisian residence – modest, yet fantastically comfortable, accessible and welcoming... homely even. So given that the Parisian element can take care of itself, Jacques Garcia has focused his energies on introducing some 1950s/1960s chic, through the clean lines of the cornicing, the



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elegant wooden panelling, the Harcourt photographs recalling the pencil skirts that preceded Givenchy's suits, plus the narrow men's neckties with tie pins. It's about modernity and regeneration in flux. Like the Champs-Élysées.

Crossing the threshold, all the splendour of the comforting velvety textures and fabrics made by talented French artisans is revealed. The striking décor leading you to the Concierge will tempt you to visit the Le Marta bar with its "Coffee Society" feel and furniture upholstered in rich tones of gold, green, purple and red velvet, before leading you towards the curved staircase and its smooth steps (unless you would rather take the lift). This first floor opens on to the Le Joy bar-restaurant, which also gives access to a snug library decorated in ebony wood, as well as one of the most exceptional terraces in Paris – an oasis of cushions and cocktails bathed in beautiful light.

10 July: a second Parisian date for your diary. The famously large red awnings of Fouquet's brasserie will once more accommodate – both outside and inside – the most Parisian of restaurant tables in partnership with Chef Pierre Gagnaire, who in few words but with so many wonderful gestures, knows how to reinvigorate bistro cuisine by offering classic dishes alongside more unusual ones like the lobster salad with fresh herbs, the king crab claw served with steamed bok choy and wasabi mayonnaise, not to mention the pan-fried squid with aubergine and chorizo.

In the L'Escadrille bar, made famous by WWI airmen and then the Aéropostale airmen, a DJ will play a mixture of music from past and present to accompany the impressive cocktails created by Stéphane Ginouvès, Head Barman and Meilleur Ouvrier de France. (highly covered French distinction)

Completed under cover, the renovation of Hotel Barrière Le Fouquet's by the interior designer Jacques Garcia is based on three pillars: *"Warmth, comfort and elegance".*
"Like a woman of the world, having just one look is not enough. Dramatic makeovers are perfectly possible without being overly reliant on the latest trends. You simply need to know how to combine past and present".

With the addition of an extra wing in 2018, travellers to Paris will have 19 new Rooms and Suites to discover, all offering breathtaking views of the Champs-Élysées.

Inside the world of Barrière.

ABOUT HÔTEL BARRIÈRE LE FOUQUET'S

A name renowned the world over, a legendary location overlooking two prestigious avenues, of which the best-known is considered one of the most beautiful in the world... the Champs-Élysées. Nonetheless, Hotel Barrière Le Fouquet's Paris remains a haven of peace, a cocoon-like environment carefully protected from hectic city life. As the last remaining luxury Parisian establishment still owned by a French family, the hotel stands out for its understated aesthetic and immaculate design, its garden in the very heart of the city, as well as its spa and generously proportioned swimming pool. There is nothing flashy or over-the-top here, just terraces, alcoves and lounges



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in keeping with other settings where time stands still... A practically perfect definition of true luxury.

Hotel Barrière Le Fouquet's Paris - 46 Avenue George V - 75008 Paris



ABOUT BARRIÈRE

Barrière is a brand under which the hotels, casinos and restaurants of two distinct groups are marketed: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC).

Founded in 1912 by François André and subsequently developed by Lucien Barrière, Diane Barrière-Desseigne and Dominique Desseigne, the Barrière group has thrived over the decades to become the leading French brand for casinos, a model for luxury hotels, and a global player in Leisure and Entertainment. Barrière has developed an unparalleled offering in the world of high-end leisure, founded on a commitment to operational excellence, quality of service and the French art of living. Today, the Group includes: 33 Casinos Barrière (including 1 opening soon in Abidjan), 18 Hôtels Barrière (the majority of which are 5 star hotels), and over 120 restaurants and bars, including the famous Le Fouquet's in Paris (also in Cannes, Courchevel, La Baule, Marrakech, Toulouse and Enghien-les-Bains), putting on nearly 3,000 shows and events per year as well. The revenue for the two groups for the year ended 31 October 2016 was 1.16 billion euros. They have almost 7,000 employees.*

Barrière also benefits from a strong reputation in the catering industry, with almost 2 million meals served; in leisure with 15 spas, 1 thalassotherapy centre in La Baule, 1 balneotherapy centre in Ribeaupillé, 3 golf courses and 2 tennis clubs, and is distinguished by its resorts located in internationally-renowned tourist destinations.

**including Le Carl Gustaf St Barth, opening in 2018.*



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