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HOTEL PARIS



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BRINGING A NEW SENSE OF HOTEL EXCELLENCE TO THE CITY OF LIGHT

General overview

Located on the Avenue George V in the 'Golden Triangle', home to the French capital's luxury and fashion excellence between the Seine and the Champs-Élysées, the Bvlgari Hotel Paris is a new kind of hotel experience where Italian hospitality meets the jewelry heritage of Bvlgari and the glorious history of the City of Light. The interiors of the hotel, entirely designed by Antonio Citterio Patricia Viel Italian architectural studio, feature 76 rooms and suites, including the Bvlgari Penthouse, an exceptional private apartment of nearly 400 square meters with its own 569 square meter panoramic roof garden with views of all the capital's iconic monuments. The building and the façade of the Bvlgari Hotel Paris have been designed and restyled by Antonio Citterio Patricia Viel in collaboration with the French architectural firm Valode & Pistre.

A dialogue of cultures

A sophisticated blend of uncompromising purity of line and subtle references to Italian Renaissance architecture - beginning with the two-storey windows - the façade brings a new graphic identity to join the elegant buildings of the Avenue George V. Internally, the Bvlgari Hotel Paris embraces the same color palette and textures that characterize its siblings in Milan, London, Dubai, Shanghai and Beijing: marble, silk wallcoverings, granite, tapestries and varnished eucalyptus woodwork create the perfect environment for designer furniture and art pieces. The very best of Italian craftsmanship is enhanced by collaboration with the finest French artisan studios working in lacquer, parchment and straw marquetry in the style of famous French interior designer Jean-Michel Frank. For Patricia Viel and Antonio Citterio: *"In this residential sequence of public spaces opening into a secret garden, the two capitals of Paris and Rome that have competed through history to prevail in creativity, style, history, fashion, cuisine and art find the key to an armistice."* But more than all these things, the Bvlgari Hotel Paris is a marriage between a sumptuous domestic environment devoted to art and culture, and an irrepressible Italian *brio* that never shines more brilliantly than when it is



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generously shared on both sides of the Alps. With its own private *giardino*, a welcoming restaurant serves 58 covers indoors and 40 outdoors under the expert leadership of three-star Italian chef Niko Romito, a bar and a lounge. The Bvlgari Hotel Paris also boasts a 1,300 square meter signature spa with a 25 meter semi-Olympic pool, Workshop Gymnasium fitness studio, Vitality Pool, 9 spa treatment rooms and a 65 square meter Spa Suite. Throughout the hotel, the style of service has been completely reinvented to be impeccable, authentic and yet informal to ensure that the Bvlgari Hotel Paris experience is one in which luxury is expressed as much through the smallest details of the building and its materials as through the unique personality of Bvlgari itself.



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DESTINATION



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The neighborhood: the golden triangle

With its location in the Avenue George V, just a few minutes' stroll from the Eiffel Tower, the Théâtre des Champs-Élysées, the Avenue Montaigne and movie theaters, the Bvlgari Hotel Paris is a natural extension of the great hotel tradition of the capital's 8th *arrondissement*. Created as a confluence of Paris culture with the Italian sense of luxury embodied by Rome's world-famous jewelry house, the Bvlgari Hotel Paris makes its contribution to the Golden Triangle with a new hospitality experience designed for visiting guests and Parisians. According to architect Patricia Viel: *"The Bvlgari Hotel Paris simply had to be here in the Golden Triangle on the Right Bank. This area lives and breathes the geometry of Haussmann's Paris with its Grands Boulevards, the obsessive monochrome order of dressed stone, the neat rows of trees and the extension of the city with its grand hotels, while towards the Seine, the art deco perspectives of the Trocadéro express all the peremptory beauty of history's most accomplished urban design."*

The hotel

The story begins with a modern building on the junction of the Avenue George V and the Rue Pierre Charron; a building the hotel architects describe as delightful and improbable: *"Its seventies façade made it totally incongruous, but this building had two extraordinary assets: a slightly uncompromising transgressive charm and the cheeky audacity of vintage contemporaneity."* It is out this duality between bourgeois elegance and bohemian invention that the Bvlgari Hotel Paris has been born over eleven floors in a building whose exterior lines have been pared back to the essentials to express the dynamic energy of the vertical. Extending the window openings to cover two floors is a clear reference to the aristocratic palaces famously designed by Andrea Palladio during the Italian Renaissance. The pleasing visual balance of the façade bears a clear family resemblance to the Bvlgari Hotels in London, Milan and Beijing, but as elsewhere, Bvlgari is keen to highlight local identity through the use of a distinctive stone facing. In Paris, this means the ashlar masonry typical of the capital's most high-profile monuments, from the Louvre to the Petit Palais and the Trocadéro. This choice allows the building to integrate elegantly into the stylistic continuum of the Golden Triangle, at the same time as asserting its own identity of purity, height and luminosity.

The signature Parentesi pattern inspired by the stones that pave the roads of Rome and used in the eponymous jewelry collection, runs like a stone carpet along the façade to create a first invitation to live this new experience at the point where the glamor of Rome meets the sophistication of Paris. Although the hotel may be entered through the private entrance



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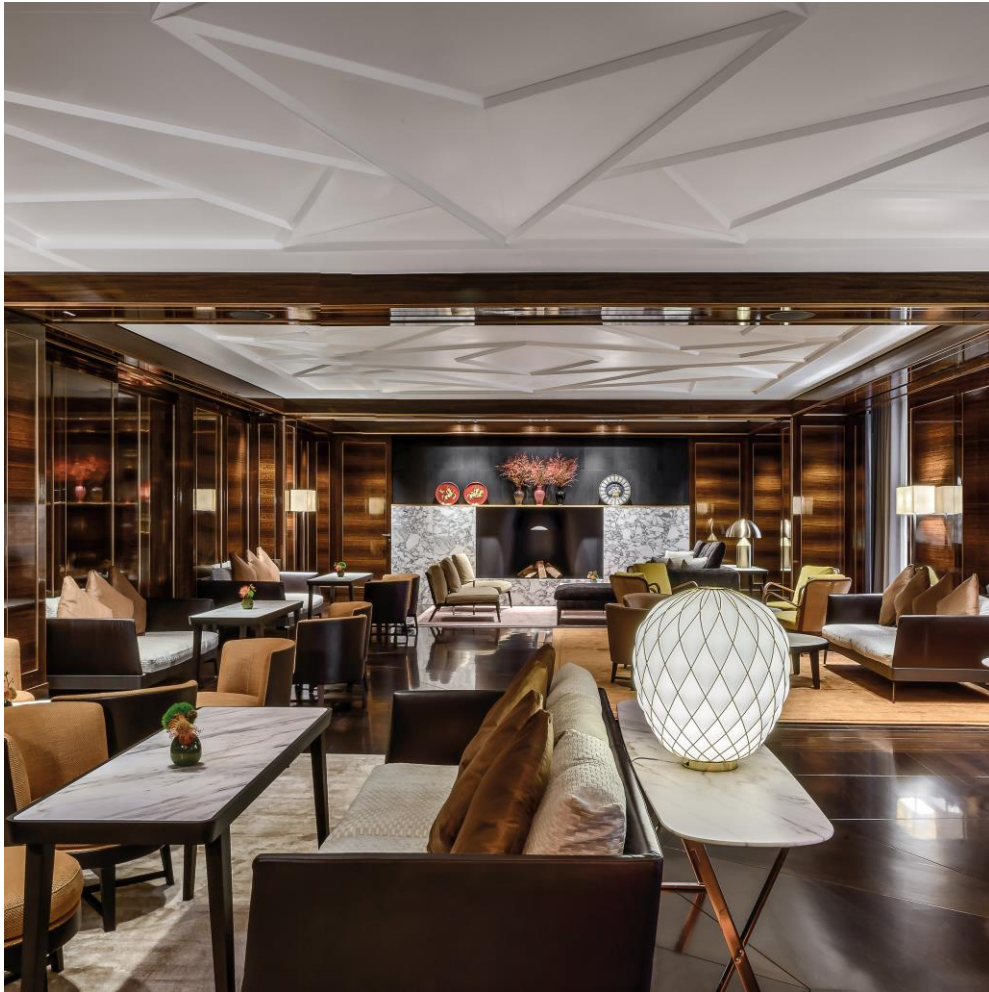
accessed directly from the private garage, guests entering from the Avenue will immediately be struck by the two eight-pointed stars set into the floor, which are inspired by the famous centerpiece of the Piazza del Campidoglio, which was replicated in the Bvlgari Rome store on the Via Condotti in 1934.

Here, they welcome guests into the world of Bvlgari. These stars have been crafted from Zimbabwean granite and the Breccia Medicea marble famous among Renaissance connoisseurs for having been the favored by the most famous Florentine family - the Medicis - for the creation of its exceptional collection of sculptures.



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THE PUBLIC SPACES



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The Vestibule

Illuminated by a superlative lighting installation in metal and glass with gold powder inclusions crafted by the furnace of Barovier & Toso of Murano, whose history begins in the 13th century, the vestibule immediately sets the tone for the unique experience to come. The impressive dome lined in signature Bvlgari saffron silk speaks to the matte beige raw silk wallcoverings that provide a superb backdrop for a portrait of actress Monica Vitti wearing a magnificent 1960's necklace. The painting is by the Franco-Chinese painter Yan Pei-Ming, whose portrait of company founder Sotirio Bulgari hangs in the vestibule at the Bvlgari Hotel Beijing. The eight-pointed signature stars set into the floor reassert the influence on Bvlgari of the unique Italian lifestyle and its ability to combine the historic with the timeless.

Reception and Concierge Desk

The tall leather-trimmed reception and concierge desks are immediately to the left. The large glass and copper mesh screen - a signature piece designed specifically for the hotel by Antonio Citterio - bathes the entire space in a soothing pink glow. Sophia Loren and her husband came to live in the Golden Triangle in the mid-1960s, so appropriately it is she, photographed on a balcony overlooking the Avenue George V, who presides over this living space whose heart beats to the rhythm of arrivals and departures.

Linking the vestibule, reception and lounge, the enormous doors crafted in figured eucalyptus were finished using the *gommalacca* technique beloved of Italian cabinetmakers in the 1930s. This heritage technique creates a luxurious sheen on the honey-colored wood, which in turn adds a further level of richness to this first sensory experience, which continues to the right and into the generous, but still intimate, Bvlgari Lounge.

The Bvlgari Lounge

Inspired by the design of a Bvlgari clutch, the lines of the ceiling speak to those of the Italian walnut floor to create a subtle puzzle and mirror effect. The shimmer and sheen of the rose gold and yellow silk carpet by Altai of Milan echo those of the polished eucalyptus doors. Special attention has been focused on the ruby red, ivory, jade green and malachite fabrics that contrast with the very simple lines of the brushed metal Atollo lamps and the delicate interlacing of the *Pinecone* lights by Fontana Arte. This piece is still a current design for the company founded in 1932 by Gio Ponti and Luigi Fontana, two legendary names of Italian design. Now nearly a hundred years old, this design classic still retains its elegance and



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incredible modernity. The character of the lounge is shaped by the volumes created by variations in seating volumes, cushions and the subdued atmosphere made even more welcoming by the fire burning in the spectacular cast iron fireplace. The extraordinary collection of ceramics by Gio Ponti, which won him the Grand Prix at the 1925 Paris International Exhibition of Modern Decorative and Industrial Arts, vases by Carlo Scarpa, and portraits of celebrities from the Bvlgari archives combine to bring a very special distinction and glamor to this space.



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ROOMS AND SUITES



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Categories	Number	Floor area (sq. meters)
Executive Room	12	42
Executive Terrace Room	7	42 + 13
Junior Suite	25	52
Junior Terrace Suite	2	43 + 36
Deluxe Suite	9	65
Deluxe Terrace Suite	7	67 + 18
Executive Suite	5	91
Executive Terrace Suite	4	95 + 22
Bulgari Suite	4	132
The Bulgari Penthouse	1	400 + 600

The Rooms and Suites

The Bulgari Hotel Paris offers 76 rooms and suites served by three elevators lined with polished eucalyptus paneling. Ranging in floor area from 42 square meters to 400 square meters + 600 square meters of garden for the Bulgari Penthouse, most have a private loggia overlooking the internal garden or a balcony with views over the Avenue George V, and all embody the spirit of sophistication and comfort that characterizes the Bulgari Hotel Paris. The light colors used for the walls showcase the chromatic palette of the furniture with its shades of hazelnut and coffee, and the rich Dedar fabrics in garnet, amethyst and gilded topaz. The uniquely comfortable bedding boasts linen by Rivolta Carmignani and cashmere blankets by Enzo degli Angiuoni.

The herringbone pattern carpets make clear reference to the classic parquet floors typical of Paris apartments, which are interpreted here with an incomparable softness. The Febo sofas and armchairs are by Maxalto, as are the *Pathos* tables designed by Antonio Citterio himself. Books, photographs and art pieces by Gio Ponti give each room and suite the intimate character of a delightful private apartment. Bulgari saffron headboards and footboards add warmth, while bedside lamps inspired by Bulgari silver candlesticks and sliding doors of metal mesh laminated between glass contrast with the golden brown color of the fabric-covered walls of the dressing rooms, some of which have a twin-mirrored dressing table. The larger suites



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have a dedicated dining area. Disguised as a travel trunk, the minibar contains many *Made in Italy* surprises: a carefully selected range of Italian specialties, as well as drinks specially created by chef Niko Romito. Designed with many interconnection options, all rooms and suites feature Bvlgari amenities to add extra magic to the guest experience. All suites are served by a dedicated butler. The bathrooms - some equipped with private hammams - exploit the interplay between dark and light, and all share the same detailed attention to design and facilities. Inspired by the Italian modernist style with frosted glass wall lights and hand basins set on mirror chrome bases, all are decorated with a glass art piece engraved with the Bvlgari Serpenti Constellation motif, using the same historic technique as France's glass design maestro René Lalique. The fragranced shower gel, shampoo, body lotion and other bath products are specially created for Bvlgari Hotels & Resorts by Master Perfumer Jacques Cavalier to deliver an Italian olfactory ambiance that opens with notes of Calabrian bergamot.

Executive Room & Executive Terrace Room

The beautiful balanced layout and brightness of these twelve elegant 42 square meter rooms make them immediately irresistible. Each room has a desk area and views over the Avenue George V or the internal garden. All feature classic Bvlgari touches, from the fragranced products to the minibar and the elegant leather-trimmed coffee machine. It can also be configured to communicate with an Executive Suite, a Bulgari Suite or the Bvlgari Penthouse. Some have been specially designed to accommodate guests with reduced mobility. The seven Executive Terrace Rooms also have a private 13 square meter loggia facing the city or the internal patio, and can be configured to communicate with a Deluxe Terrace Suite.

Junior Suite & Junior Terrace Suite

These twenty-five spacious 52 square meter suites have Navona Travertine marble bathrooms with bathtub and walk-in shower, as well as a separate dressing room and dressing table. Their unobstructed views over the Avenue George V immediately project guests into the majestic splendor of Paris's Golden Triangle. In the terrace version, they gain a very generous additional 36 square meters overlooking the planted internal patio, and some can be further extended by communicating with a Deluxe Terrace Suite.



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Deluxe Suite & Deluxe Terrace Suite

In addition to a generously proportioned marble bathroom with bathtub and Roman shower, all nine of these 65 square meter suites boast a dressing room with dressing table, lounge area and separate desk space. These suites receive 24/7 attentive butler service. There are also seven 67 square meter versions with 18 square meter terraces and separate lounge and dining room and separate dining room.

Executive Suite & Executive Terrace Suite

These five elegant 91 square meter suites overlooking the Avenue George V have separate dressing rooms, separate lounges, guest bathroom, dining area and the services of a dedicated butler. All four of the 95 square meter terrace suites look out over the elegant façades of the Avenue George V, have the benefit of 22 square meters of outdoor space, and can be configured to communicate with an Executive Room or a Deluxe Terrace Suite.

Bulgari Suite

With total floor areas of between 123 and 141 square meters, the four Bulgari Suites are among the largest suites offered by the Bulgari Hotel Paris. With a separate lounge, dining room, office and guest toilet, everything is designed to deliver all the comfort and convenience of a private apartment with a full bar, B&B and Flexform sofas and armchairs designed by Antonio Citterio, and straw marquetry decoration by Ateliers Lison de Caunes. The Navona Travertine marble bathrooms feature Axor faucets designed by Antonio Citterio. The library of books on the arts, Paris and Bulgari jewelry is also home to rare ceramic pieces by Gio Ponti. The same artist also designed the Bilia and Pinecone lamps by Fontana Arte, the Lama handles and the Gubi mirror. These suites also have a private hammam and kitchen.

The Bulgari Penthouse: a Garden in the sky

The true hidden treasure of the Bulgari Hotel Paris is the 400 square meter Penthouse with its 600 square meters of terraces and garden. Occupying the top two floors of the hotel, it offers a total area of nearly 1,000 square meters on two levels connected by a spectacular staircase, and gives guests a spectacular 360° view taking in all the iconic monuments of Paris.



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The Eiffel Tower, Sacré Coeur and Grand Palais all seem to be within arm's reach of this glass spaceship. Its stunningly high-ceilinged dining room is floored in antique Altai carpet hand-woven in Anatolia, and lit by a sparkling glass and gold chandelier by Barovier & Toso that glitters in the night like the beacon of a totally new kind of hotel experience. It has two kitchens, its own bar, a very large bedroom aligned with the Eiffel Tower, a bathroom entirely clad in bookmatched Arbescato marble, the bathtub and wash basins are crafted from single pieces of Arabescato Corchia marble, an adjoining private fitness room, a hammam, a pantry, a private studio with its own cigar cellar, a living room and a daylight lit dressing room. The Bvlgari Penthouse is a totally new experience in Bvlgari lifestyle created with the help of a rich diversity of materials, from leather bookcases to walls finished in marble and parchment. Vases by Gio Ponti, images by photographer Irene Kung, Turkish Kilims and a rare Angora wool Filiki complete the extraordinarily comfortable luxury of the Bvlgari Penthouse while the soundscape is created and shaped by Devialet technology.

High above the intersection of the Avenue George V and Rue Pierre Charron, the huge elegantly furnished terrace is the place to begin a complete tour of the building perimeter before discovering the extraordinary roof garden on the upper level with its backdrop of Parisian roofs. Oaks, magnolias and philadelphus rub shoulders with redcurrant bushes, apple trees and pear trees in a cottage garden style. The garden is tended by hand using only natural products. Naturally, this unique experience is customizable to suit guest requirements, from every type of dinner service to yoga and outdoor sports.

Totaling some 600 square meters, this outdoor space gives guests panoramic views over the world's most beautiful city. At sunset, the sky and roofs of Paris turn every shade of pink to orange to create an unprecedented chromatic collision with the colors of fresh leaves and flowers, while the subdued lighting gives this unparalleled space its spectacular yet intimate, natural and welcoming character.



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RESTAURANT AND BAR



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For the first time in France, the Bvlgari Hotel Paris unveils a unique gastronomic concept envisioned by chef Niko Romito for the Bvlgari Hotels. Awarded three Michelin stars for his *Reale* restaurant in the Abruzzo region in Italy, Niko Romito reinvents the transalpine dining tradition by focusing on the essential ingredients and characteristics of Made in Italy culture, elegance and vitality. The quintessence of expertise and products are combined with new techniques to create increasingly pure flavors and delicious lightness.

Il Ristorante – Niko Romito

Il Ristorante - Niko Romito is hidden from view in a private garden. Its 26 tables offer all the flexibility required for an intimate lunch or a celebratory meal with friends.

The furniture may be reminiscent of Parisian culture, with its banquettes and brass, but every piece is made in Italy, from the comfortable Antonio Citterio sofa designed to a specification unique to Bvlgari hotels, to upholstery by Dedar of Milan and lighting by Barovier & Toso. Breaking with current tradition to favor the intimate rather than the spectacular, the restaurant is much more a space of distinctively individual personality, rather than a public space. The close attention paid to acoustics, the subtle combinations of oak and maple flooring, and the interplay of mirrors judiciously placed facing the garden make the restaurant a generous haven of sociability against a backdrop of Bvlgari saffron silk wallcoverings. In the words of the architects: *“The Italian restaurant opens greenhouse-like onto a secret garden. It floods the interior not only with the daylight of this northern city, but also with the fragrances of the Roman night.”* This conscious cross-fertilization is reflected at the same time throughout the menu created by chef Niko Romito. In this restaurant, the elegance of Niko Romito’s cuisine is presented with a young and relaxed style of service to a music mix that joyously intertwines and celebrates Italian and French hits. Its sparkling atmosphere makes for a completely new experience in which the excellence of flavors is discovered and savored in a good-humored environment that is all about a light touch.

Niko Romito is a self-taught chef, and has three Michelin stars for his Reale restaurant in the Italian province of Abruzzo, which has established itself as one of the ultimate Italian fine dining destinations in just over a decade. Niko Romito has a special love for France and its culinary tradition, and still has emotional memories of a *lièvre à la royale* (royal hare) served at the top of the Eiffel Tower. The project he has designed for the Bvlgari Hotel Paris is an anthology of the most beautiful Italian dishes reimagined through the prism of contemporaneity and sophisticated essentialism: *“I have envisioned a truly authentic gastronomic experience that brings the beauty of Italian art together with Bvlgari’s own creativity in the same point in space and time”*, he explains.



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Inspired by the domestic cuisine, Italian gastronomic tradition is primarily based on the principle of simplicity and distinct flavors, which is perfectly illustrated by the amazing Vegetable Lasagna that is one of Niko Romito's signature dishes. Accompanied here by executive chef Davide Capucchio, Niko Romito presents his vision of cuisine that reflects the perspective of today's expectations on a healthy, light and balanced nutrition. So the *mantecatura* of the risotto - an essential step to create its melt-in-the-mouth texture - is made not with butter, but with ricestartch, while the tomato sauce for his famous *Spaghetti e Pomodoro* excludes the traditional *soffritto* stage thus enhancing the only two ingredients of the dish: spaghetti and tomatoes. The chef minimizes the use of animal fats, preferring the light touch of a drizzle of olive oil, but is never anything less than generous; that much is clear from his Veal Milanese with a perfect crumb that took a whole year of research to perfect, his tortellini, and his dishes to share showcased in the Antipasto all'Italiana. The chef also wanted to pay tribute to some French classics - only available in the room service - including *blanquette de veau* and *sole meunière*, applying the same commitment to excellence and responsible sourcing, at the same time as adding his own distinctive signature twist: the onion soup, for example, is made with onion extraction called vegetable absolute and gratinated with parmesan cheese.

The chef has paid close attention to every detail, including bread baked in the hotel kitchen using three different flours, tableware from heritage porcelain designer and producer Ginori 1735, glassware from Salviati and silverware by Bvlgari. Il Ristorante - Niko Romito is a unique combination of contemporary and authentic Italian cuisine and the art of entertaining that is an innate characteristic of Italy. The wine list, which includes many organic and biodynamic wines from lesser known wineries, together with the great classics such as the finest wines from the Podernuovo a Palazzone Estate, managed by Giovanni Bulgari, has been created with precisely the same culinary commitment to uncompromising customer satisfaction that runs through every element of service, from healthy breakfast to room service. *"Every chef has their own individual identity, vision and interpretation of what Italian cuisine is. How would I define mine? Well, I'd say mine is a contemporary interpretation which uses research, expertise and the scientific application of techniques that allow us to distill tradition through the prism of contemporaneity,"* stresses the chef unanimously recognized for his impeccable and delicious dishes that turn their backs on all the clichés sometimes associated with Italian cuisine. This then is a marriage between sophistication and simplicity where the focus is uncompromisingly on produce provenance, seasonality and the satisfaction of fine dining guests who favor the light touch.



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The Private Dining Room

Adjacent to Il Ristorante - Niko Romito, a private dining room, furnished by the great name of Italian design Maxalto, seats eight guests to provide an exclusive bubble among the luxuriant planting of the garden. The private dining room can be reserved for special meals where confidentiality is guaranteed. The immaculate ceiling contrasts with the crazed lacquer walls, while the mirrors - traditionally made to create an aged appearance - make the space feel larger and boost its natural light levels. The huge white-veined black marble table is supported on a cruciform base that evokes the furniture typical of the Roman villas of antiquity, and brought absolutely up to date with a high-gloss polished finish that clearly refers to the essential identity of Bvlgari the jeweler. Walls are defined by fine brass lines and during the summer months, the French windows open onto the freshness of the garden. The superb Anatolian carpet contributes alternating effects of brilliance and color that echo the chromatic palette of Bvlgari gemstones.

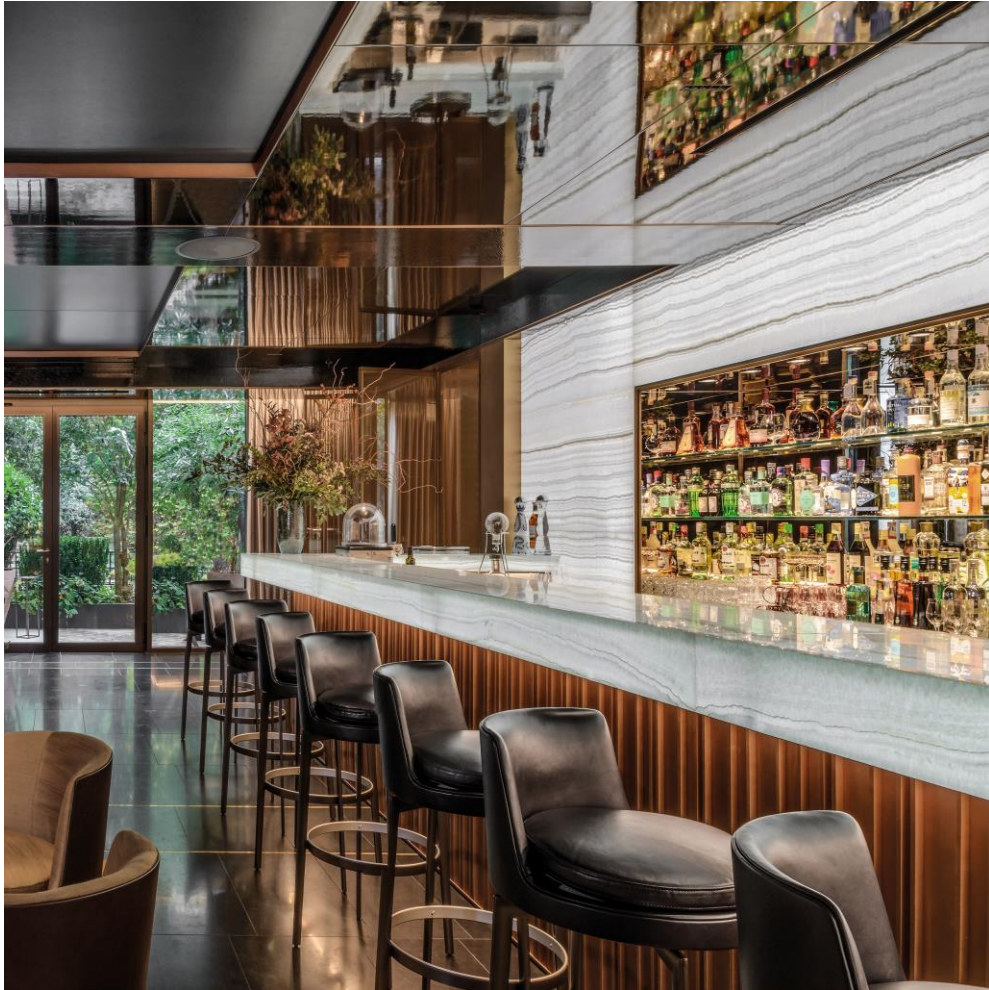
The Restaurant Terrace

The garden at the rear of the Bvlgari Hotel Paris faces the bar and restaurant, and creates a bubble of cool greenery at the heart of the capital's most prestigious *quartier*. The garden has been landscaped to create a green retreat paved with original antique stone cobbles coming from a French castle courtyard. This cool oasis in which beech and maple share the space with magnolia and arbutus, can be partly transformed to extend the restaurant for *open air* lunches and dinners. On the bar side of the garden, the elegant lines and soft cushions of Hervé Baume wrought iron furniture designed and crafted in Provence are an invitation to relax and take in the impression of a magical escape to the sun of the French Riviera or the Roman countryside to a sublime level.



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BAR AND LOUNGE



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The Bvlgari Bar

The perfect place to meet in all Bvlgari hotels, the bar embodies the generosity and elegance of the *Maison*. The black granite floor speaks to the high-gloss ceiling through a dialog facilitated and maintained by the brass lines that delineate the volumes of the bar space. The taste for dark colors continues onto the walls with their crazed lacquer finish created by the Paris studio Midavaine, highlighting the theatrically spectacular bar of backlit ivory onyx. The deep armchairs, the white-piped purple cushions and the wall of star-studded vintage-effect mirrors all make their own distinctive contribution to the warmly sophisticated atmosphere.

The menu infuses the great classics of transalpine cocktail culture - Negroni, Bellini, Amaretto Sour - as well as offering artisan vermouths, vodkas and gins from independent Italian producers. The timeless Bvlgari Cocktail, Martini, Bloody Mary and Moscow Mule are, of course, perfectly prepared here with the extra touch of soul so typical of Bvlgari spirit, but this bar goes further to offer cocktails based on *grappa*, a liqueur from the north of Italy that is still something of a specialty, as well as infusions and preparations based on fresh fruit, including juices prepared by chef Niko Romito. The Bvlgari Cocktail, signature drink of the Bvlgari Hotels and Resorts collection, is also available on the list. Small plates of cheese, charcuterie, olives and parmesan are shared here with all the energetic generosity of Italian bar culture, which understands the need to create different atmospheres at different times of the day and evening.

The institution that is the Italian *Aperitivo* is very different from its French alter ego. It is much more than simply an aperitif, and more like a cocktail and food tasting; a tradition that true Milanese, Romans or Turinese would never compromise on. So for the first time, Bvlgari is hosting *Aperitivo* hour in Paris with a profusion of small *focacce*, *piatti di crudo*, charcuterie, *crostini*, vegetable bites, salads, and *antipasti* to be enjoyed towards the end of the afternoon with a glass of wine or a cocktail, with or without alcohol. A new kind of get together where good food meets a new level of generosity to create the pleasure of beautifully delicious shared experiences.

The Bvlgari Lounge

With its light marble tables, the lounge is the ideal place to leaf through a book, let your thoughts wander, or chat with friends and business associates over a drink, tea or light snack. The Bvlgari Lounge is a hidden treasure at the heart of the hotel where to go, from late morning coffee to the generous *aperitivo* hour that signals the dawn of a new kind of elegant evening in the City of Light. More than that, it is the perfect setting in which to sample IL CIOCCOLATO, the chocolate specialties of Bvlgari, and enjoy a unique teatime experience with LA PASTICCERIA, pastries created exclusively by Niko Romito for Bvlgari Hotels & Resorts.



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SPA AND FITNESS



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The Bvlgari Spa

As the Roman High Jeweler, Bvlgari understands the important role that spas and water played in ancient Rome. The combination of this heritage and the culture of luxury it has nurtured throughout its own history allows Bvlgari to promise its clients a unique experience in surroundings that offer innovative, bespoke treatments focused entirely on inner and physical well-being, relaxation and sport.

In Paris, this philosophy is delivered in an exceptional 1,300 square meter space on two levels and open to hotel residents and local clients. Expertly designed to help clients revitalize, recover from jet lag, swim, enjoy a massage and receive exceptional care treatments, the Bvlgari Hotel Paris Spa features its own hair salon, and is the new must-visit Paris address for well-being and beauty in a setting totally devoted to personal care. Clad in Vicenza stone sourced from the Veneto region of northern Italy, the walls and their traces of fossils and sediments deposited thousands of years ago meet the warmth of Burmese teak, while the reception counter is carved from a single block of green onyx; a signature detail that regular clients of Bvlgari spas will recognize immediately.

The Pool Space

The 25-meter semi-Olympic pool is lined with mosaics created from a myriad shades of emerald, jade and malachite. Glints of gold ripple through the reflections of light on water to create a striking effect of brilliance on the undulating surface of the pool. Evoking the baths of ancient Rome, the entrance opens into a space that is as spectacular as it is uncompromisingly intimate. The space is interspersed with sandblasted glass columns into which the Bvlgari Constellation motif designed by artist Luca Maleonte has been engraved using the same techniques as those developed by the iconic master glass artists of the Art Deco era. These four columns emit a soothing light that is immediately relaxing, whether you are swimming in the pool or comfortably snuggled up on a mattress in one of the poolside *cabanas*.

The second - Vitality - pool is decorated with a mosaic identical in style to those of the Roman baths at Caracalla, which also inspired the Bvlgari Divas' Dream jewelry collection. The gentle murmur of the waterfall, the seats that allow you literally to float in the water and the different pressures of the hydrojets and massaging airjets combine to create a unique sense of well-being. The relaxation continues in the mixed hammam clad in white Aphyon marble from Antalya beneath a mosaic sky of gold and green. An ice fountain carved from an imposing block of black granite completes the experience by giving clients the revitalizing option of alternating heat and cold.



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The Changing Room Space

Intended as a prelude to the care treatment to come, the calm of the changing room is a most welcome contrast with the bustle of the city outside. The men's and women's infrared sauna creates an extremely relaxing initial experience with its perfectly uniform penetration of dry heat. The women's changing room also has its own hammam, designed to provide a modern take on the relaxing magic of the steam bath.

The Care Treatment Space

The Spa boasts 9 treatment rooms, all clad in Vicenza stone, and each with its own shower. Care treatment protocols and massages are highly personalized, and designed in collaboration with spa specialists famous for their advanced processes developed to deliver objective and measurable results. New products and innovative techniques are regularly added to the Spa menu, complemented by hi-tech devices that promote cell regeneration and oxygenation.

The Spa Suite

Designed for all couples, the 65 square meter Spa Suite is inspired by the dome of the Pantheon in Rome. It has two treatment tables, a personal hammam and a private hydromassage clad in perfectly symmetrical *book-matched* green onyx to create the ultimate in refined visual effects. A wonderful and entirely private pleasure bubble, the Spa Suite can be personalized to a very high and detailed level to include infused baths, custom lighting and ambiances, and the effect of surprise created by the sliding wall between the dry and wet spaces.

The Partner Brands

The treatment protocols have been designed individually in close collaboration with a number of brands whose reputation has been built on their cutting-edge expertise. The Bvlgari Spa will offer the confidential care treatments of these brands for the first time in France: *Bellefontaine* from Switzerland, which combines natural ingredients sourced in the Alps with the latest technologies, and has developed its Edelgen complex® from the edelweiss flower; *111 Skin* is based on the exclusive NAC Y2 complex and its trio of active ingredients with remarkable antioxidant properties; while *Augustinus Bader* developed out of three



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decades of stem cell research by Professor Bader uses patented TFC8 technology proven to boost cell renewal.

Workshop Gymnasium

Open 24/7, the 120 square meter fitness space curated by Workshop Gymnasium, also includes a private studio. Founded in 2014 in London by Lee Mullins, one of the world's top personal coaches, Workshop Gymnasium has successfully applied its skills and methodology across the full collection of Bvlgari Hotels & Resorts. Workshop Gymnasium offers a new level of comprehensive training, based on an innovative mind-and-body assessment that includes a metabolic examination, the study of functional body movements and body mass analysis. The personal trainers of the Bvlgari Hotel Paris are trained personally by Lee in his special bespoke training methods. The fitness space features strength-building and cardio training machines from leading fitness tech companies, such as Technogym and Forme Mirror.

The Hair & Beauty Space

The Hair & Beauty Space at the Bvlgari Hotel Paris is entrusted to David and Bruno - aka *Des Garçons* - two Parisian hair stylist brothers lauded for their natural cuts, welcoming personas and superb skills. At the Bvlgari Hotel Paris, their knowledge of hair and exceptional technique are available to men and women, whether for a change of cut, straightforward refreshment of style, coloring or beauty treatment. The salon also has a dedicated manicure and pedicure space. A traditional Italian *barbiere* shaving service is offered in a space that can be entirely privatized, and can also be used as a hair styling space for clients who insist on complete confidentiality.



BVLGARI

HOTEL PARIS

BESPOKE SERVICE

Despite being a newcomer in a capital city famous for its historic luxury hotels, the Bvlgari Hotel Paris makes a distinctive entrance with its new vision of service: as distant from the hierarchical rigidities of traditional hospitality as it is from museum-like decorative styles, Bvlgari embraces the concept of a flat organizational structure in which all hotel teams work cooperatively and professionally together to deliver impeccable, authentic and informal service.

This concept of service has only one rule: excellence. A multilingual messaging system to ensure that all guest needs are met, transfer by Maserati, and expert shoe care provided by renowned shoemaker Berluti are some of the bespoke services offered by the hotel.

Pets are also welcomed and dog and cat beds, - wool in winter, linen in summer - are provided in the rooms upon request - as well as specially selected bowls, blankets and toys.

Not only inside the hotel, but also outside, the highest level of service perfection is delivered before, during and after the visit of every guest.

The Little Gems Club

The philosophy of generous hospitality embraced by the Bvlgari Hotel Paris extends to every guest. Children are the focus of special attention, with the Little Gems Club program sponsored by the flagship Serpenti collection. The iconic snakes of the Bvlgari jewelry collections feature on a wide range of products, from hooded towels and slippers to customizable bibs for the smallest guests to games, plush toys and more for older children. Dolls Houses and Tepees are also provided in some suites.



BVLGARI

HOTEL PARIS

HOTEL FACTSHEET

**Address &
contacts**

Bulgari Hotel Paris
30 Avenue George V, 75008
Paris, France

+33 (0)1 81 72 10 00

Information

paris@bulgarihotels.com
www.bulgarihotels.com

Opening

December 2nd, 2021

**General
Manager**

Sylvain Ercoli



BVLGARI

HOTEL PARIS

Rooms

5-star luxury

76 rooms and suites

Executive Room	12	42
Executive Terrace Room	7	42 + 13
Junior Suite	25	52
Junior Terrace Suite	2	43 + 36
Deluxe Suite	9	65
Deluxe Terrace Suite	7	67 + 18
Executive Suite	5	91
Executive Terrace Suite	4	95 + 22
Bvlgari Suite	4	132
The Bvlgari Penthouse	1	400 + 600

Food & Beverage

- Il Ristorante - Niko Romito / 58 covers indoors; 40 outdoors; 1 private 8-cover dining room
- Il Bar / 40 seats
- The Lounge / 40 seats



BVLGARI

HOTEL PARIS

The Bvlgari SPA

- 1,300 square meters
- The Bvlgari Spa on the ground floor of the Bvlgari Hotel Paris boasts:
 - 9 treatment rooms, including a 65 square meter treatment suite
 - Relaxation Lounge
 - Steam and Sauna
 - Indoor pool (25m x 8m) and Vitality pool
 - Fitness Center and Private Studio
 - WORKSHOP Gymnasium
 - Hair Salon by David & Bruno aka *Des Garçons*
 - Manicure and pedicure

Collaborations

Berluti, Technogym, Cowboy, Devialet, Bellefontaine, 111 skin and Augustinus Bader



BVLGARI

HOTEL PARIS

Location

The hotel is located on the Avenue George V, which together with the Champs Elysées and Avenue Montaigne encloses the famous Golden Triangle, one of the most exclusive and distinctive areas of Paris, offering a multitude of luxury stores, entertainment venues and cultural attractions.

- Champs Elysées / Arc de Triomphe: 2 minute walk
- Avenue Montaigne: 2 minute walk
- Eiffel Tower: 15 minute walk – 6 minutes by car
- Paris Charles de Gaulle airport – 45 minutes by car
- Paris Orly airport – 45 minutes by car
- Le Bourget – 45 minutes by car
- Gare du Nord – 25 minutes

Architecture

- Interior Design

ANTONIO CITTERIO PATRICIA VIEL
Project Director Roberto Mariani

- Building and façade

ANTONIO CITTERIO PATRICIA VIEL
Valode & Pistre

Designer Brands

Maxalto, Gio Ponti, Ginori 1735, Lison de Caunes, Barovier & Toso, Fontana Arte, Salviati, Hervé Baume, Dedar, Flexform, B&B Italia, Flos, Altai, Atelier Midavaine, Enzo degli Angiuoni



BVLGARI

HOTEL PARIS

About Bvlgari Hotels & Resorts

Unique locations in harmony with the surrounding areas, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm ACPV Architects Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bvlgari creations. These are the key elements that characterize the Bvlgari Hotels & Resorts collection.

For all the hotels, the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.

The Bvlgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bvlgari, reflected in its unique design, its contemporary Italian cuisine, and its lavish spas. It conveys the excitement of the Bvlgari brand, its timeless glamour, and its magnificent Italian jewelry heritage.

Bvlgari Hotels & Resorts collection includes properties in Milan, London, Bali, Beijing, Dubai, Shanghai, Paris and the recently added ones in Rome and Tokyo.

Three additional hotels are coming soon to Miami, Bodrum, Maldives, between 2025 and 2026.

About Bvlgari

Part of the LVMH Group, Bvlgari was founded in the heart of Rome in 1884.

Over the decades, the Brand has established a worldwide reputation as magnificent Roman High Jeweler and icon of Italian art of living thanks to its exquisite craftsmanship, visionary design and audacious color combinations.

Through a pioneering vision intrinsic in the brand's DNA since its founding, the company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high-end watches to accessories and perfumes, and featuring an extended network of boutiques and hotels in the world's most exclusive shopping areas.

Demonstrated through its numerous philanthropic partnerships, Bvlgari deeply believes in innovating the present for a sustainable future through its commitment to Social & Environmental Responsibility and giving back – to nature and to the community.

