



SAN RÉGIS

Paris

Press Kit

Luxury, Intimacy & Character in the Golden Triangle



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A Successful Family History

A 19th century townhouse



The Birth of a Legend

The essence of classical Parisian style has been preserved at the hotel San Régis, keeping the unique atmosphere of the former private townhouse built in 1857 by Mr. Edmond Petit. At this time, date of the Suez Canal inauguration, "the most beautiful avenue in the world" was already fashionable: families used to ride up the Champs-Élysées in their carriages, parading their marriageable daughters, or saunter down the avenue to meet friends.

In 1923, Mr. Simon André Terrail, owner of the famous restaurant "La Tour d'Argent", acquired this stylish residence to turn it into an elegant hotel located in what was yet the crossroads of fashion, entertainment and business. The San Régis was born to accommodate the British tourists for whom Paris had become a famous destination. In the 1950s, after having sold the George V, Mr. Terrail transferred most of the antique furniture to embellish the rooms at the San Régis.

The key spot of Fashion



Hotel San Régis, 1954
Richard Avedon picture

Since the "Fifties", the reputation of the San Régis never ceased to increase, especially thanks to the enjoyable location only meters from Christian Dior, the new designer becoming the favourite issue in the world of fashion. Carmel Snow, Editor-in-Chief of Harper's Bazaar, became a repeating guest of the hotel, making the San Régis the high spot where to be in Paris, but also generating a large exposure through a lot of publications. Penelope Rowlands wrote in her book "A Dash of Daring..." "...Like Carmel, she stayed at the San Régis, which was "sort of like the office of the Bazaar in Paris...". In her book dedicated to the Christian Dior biography, Marie-France Pochna compares the life of Carmel Snow at the San Régis to the royal life in Versailles. It is from her San Régis' Suite that on February 12th, 1947, she launched her famous diktat regarding the Christian Dior new collection: "your dresses have such a new look my dear Christian, it is a revolution!". Since that time, the San Régis became the second home of major celebrities as: Lauren Bacall, Gene Kelly, Jacqueline Bisset, Candice Bergen, Louis Malle, Richard Avedon, Romy Schneider, etc, to name just a few.

Elie Georges, One man's passion



The San Régis Renaissance in 1985

In 1984, the hotel was acquired by Mr. Elie Georges, an hotelier and an art-loving business man. The first time he visited the place, he was captivated by the well-proportioned neoclassical facade in perfect balance with the interior spaces, and the antique furniture that still remained. Elie Georges started dreaming of the future renaissance of the San Régis: he realised that he had to bring the house back to life again, preserving the exquisite charm of the stylish residence, and restoring the original fine antiques.

In 1985, the total renovation was undertaken, supervised by the French interior Designer Pierre-Yves Rochon who was given the objective to make each room a unique decor, emphasizing the character of the former private home. A remarkable work has been achieved thanks to the close alliance between the art-loving owner and the talented designer, both sharing enthusiasm for the decoration of this jewel. From then on, Elie Georges never stopped improving the hotel refinement in every detail (sculptures, paintings, china...), and rising the hotel San Régis to its new position within the very privileged world of luxury hotels.

A favourite address for connoisseurs



For a long time, the hotel San Régis was the kind of address that our guests preferred to keep secret, and that was more often recommended by word of mouth. As said Luca Cordero di Montezemolo (President of Ferrari) during an interview for Madame Figaro: *"the San Régis, Yves Montand recommended it to me, when I met him on a Paris New-York flight"*.

Thanks to the discreet service and attention to detail, together with the exclusive French decor, the San Régis still remains a privileged hideaway for personalities and discerning travellers looking for authenticity.

Nowadays: the legacy

Since January 2017, the daughters of Elie Georges, Sarah and Zeina Georges, are carefully taking over the management of the San Régis, keeping the same vision of luxury, guided by the will of maintaining the unique character and warmth of this exclusive hotel, with the same life motto as their father: "Live with passion and talent today and everyday!"



An Exclusive Address at the Champs-Élysées

Outstanding Location

The San Régis enjoys an impressive location in the Golden Triangle, near the Champs-Élysées, two steps from the luxury boutiques of the Avenue Montaigne and the monumental Grand Palais. The gorgeous view on Eiffel Tower and Paris roof tops from the Terrace Junior Suites, gives the feeling that Paris is yours when staying at the San Régis! Haute Couture boutiques, theatres, gastronomic restaurants, museums are all at easy walking distance.

Refined Decoration



Like an exquisite "home away from home", the 30 rooms and 12 suites interiors are ravishing in colours, textures and imagination, displaying the owner's passion for this house of character. Each room has its own setting, highlighting fine fabrics coming from great Houses (Pierre Frey, Manuel Canovas, Braquenié, Brunschwig, Sahco, Baker, Lelievre, Edmond Petit...), and matching with exceptional period furniture (Napoléon III, Louis XV, Chippendale, Empire...), Italian marbles and works of art (paintings, Baccarat crystal, sculptures, bronzes...).

Especially in Deluxe rooms, Prestige rooms, Junior Suites and Suites, unique masterpieces can be found such as beautiful chests of drawers, dressing tables, writing desks, bedside tables, wing chairs, etc, each of these rare treasures bringing a special charm to the decor and being perfectly integrated in the modern comfort of the bedrooms.

Classic-revisited Style



Since 2013, whereas an authentic atmosphere is carefully preserved, great renovations have introduced a classic-revisited style in all room categories and restaurant, enlightening the whole décor with light tones and white panelling contrasting with bright colours and dark wood furniture. The Classic Rooms are particularly featuring a contemporary décor, the stylized bedside lights adding a nice Art-deco touch. Colours are varying from one room to another, from soft blues to flowery patterns, or from bright yellows to deep reds making each room a unique experience. The bathrooms have been entirely redesigned with new Italian marble, most of them including a separate tube and Italian style shower. The duvets and tartans strengthen the feeling of cocooning and well-being, in perfect harmony with the special character of this 19th century former private mansion.

Feeling as your home

The whole refined decor, from the lighting to the warm tones, emphasizes the authentic aspect of an elegant and intimate Parisian home.

Restaurant and Tea Room *Les Confidences*



A French classic-revisited Cuisine



Small events



Exclusive service and great hospitality



5 Stars hotel

Designed in the style of a garden, *Les Confidences* welcomes 34 seats.

Supervised by the talented designer Pierre-Yves Rochon., a total renovation has been achieved in 2013 turning the former Restaurant and Bar into exquisite lounges made of a classic-revisited style. The entire new concept has been achieved in order to reach the expectations of the international customers looking for both new trends and authentic Parisian elegance.

Benefiting from the daylight of a new magnificent glass-roof, each of the three intimate lounges is featuring its own atmosphere: "*Boiseries*" with its oak panelling, "*Boudoir*" set under a majestic gilded chandelier, and "*Verrière*" just placed under the glass-roof. The whole environment is linked with sea-green and celadon colours, underscored with the dark wood furniture. The green walls, mirrors, China, fine furniture with an Art-deco touch and the silky fabrics create a beautiful decor achieving a perfect balance between classic and contemporary styles. Through the glass, the original architecture of the hotel facade is a true surprise: the beautiful Belle époque stained-glasses stretching until the 6th floor, and the half-timbering dating the 19th century, takes you to an unexpected setting more like a country house, while you are at one block from the Champs-Élysées avenue.

Going with the garden design, the French cuisine, green, fresh and tasty offers a range of classic revisited dishes highlighting creative and spicy combinations. Modernity and new trends have been inspired by Sarah Georges in order to emphasize a healthy seasonal cuisine, respectful of the environment, matching with conviviality and elegance. As an alternative to "à la carte" choice, the Menu of the day represents a good way to taste the Chef' seasonal innovations. In addition of great vintages, green wines have been introduced to the menu. The restaurant *Les Confidences* is the perfect place to enjoy either a business lunch or an intimate dinner. All day long, whatever the opportunity to relax or meet, the guests can enjoy a peaceful atmosphere, experiencing a delicious buffet breakfast or a gourmet lunch, a tea break, a delightful cocktail, or even a posh dinner.

The restaurant is also an exclusive venue for small private events. The 34 seats being divided on the two separate lounges, *Verrière* and *Boudoir*, one of those can be privatised for a tailor-made event gathering up to 20 people around a meal, cocktail or tea break. The organization of small events remains on a request basis. Outside the beaten paths, the restaurant *Les Confidences* is more like a secret gem far from the roaring crowd.

The family tradition gives the San Régis the unique feeling of an art-living hotel, where luxury means exclusive and discreet service, the special added value that frequent travellers are looking for. While some properties are investing on the ostentatious luxury, the hotel San Régis strength is intimacy and warmth.

The 42 employees contribute to this fine tradition of hospitality. Most of them have been working there for many years, and guest requirements are no mystery to them. Each client has his own preference. Conviviality and exclusivity make the clients repeating at the San Régis, charmed by the high feeling to be as home. Marie-Catherine Migeot, Front Desk Manager, and Jean-François Chauvin, Concierge Member of the "Clefs d'Or" pass their savoir-faire on to the newly-arrived staff with that acute sense of personalized service and grand Hospitality.

The hotel San Régis is officially rated 5 Stars. Since 1984, the Georges' Family together with the San Régis team make sure to deliver the highest level of service on a day to day basis, placing the hotel at the Paris top position.



Media Review



June 2019, Liban - Vogue Arabia
"Get to Know the Lebanese Sisters Behind this Iconic Hotel in Paris »



June 2019, USA - New York Times
"How to Have a High-End Vacation for Less"

February 2018, Russia - ELLE Russia
"Five Parisian hotels serving a distinguished breakfast... the San Régis..."



June 2017, China - Madame Figaro - Parisian luxury hotels by Miumiu Zhang
"Four historic hotels..."



April 2017, France - Hotel& Lodge - Prestige & Romantisme
"A deux pas des vitrines de l'avenue Montaigne et du Grand Palais, l'hôtel San Régis cultive la discrétion comme un ingrédient du vrai luxe."



December 2016, United Kingdom - Hellomagazine.com by Alex Light
"... the Hotel San Régis is a beautiful, typically Parisian hotel that has a veritable haute couture feel..."



October 2015, Italie - Marie-Claire Italia Blog by Eva Morletto
"Patchwork d'autunno: tour tra le vie di Parigi. Vicino alle volte maestose del Grand Palais c'è il San Régis..."



Sept. 2015, USA - Andrew Harper's Report - Top 20 International Hideaways
The hotel San Régis has been selected among the "Top 20 International Hideaways", the Andrew Harper Club members ranking our fine property at n°15 in the world.



December 2014, Spain - Marie Claire
"Una ciudad, cuatro mundos... Elegimos sus hoteles imprescindibles y los planes que más les van... Hotel San Régis".



December 2013, France - Le Figaro.fr by Jean-Pierre Chanial
"Cachette chic à Paris... Ici, la discrétion est considérée comme ingrédient du vrai luxe..."



October 2013, Japan - Best Flower Arrangement Magazine by Masae Hara
 Paris Style, "Hôtel San Régis"



June 2013, France - Prix Villégiature Awards 2013
 The San Régis nominated for the "Best Atmosphere in a hotel in Europe"



April 2013, Mexico- Vogue Mexico by Abraham de Amezaga
"Ciudad Lumière, Entre el Rio Sena y los Campos Eliseos, hay un refugio de sobriedad, buen gusto..."



June 2012, Lebanon - Elle Oriental - Column Elle Luxe, by Désirée Sadek
"Une adresse que l'on garde secrète ou que l'on recommande de bouche à oreilles. Véritable havre de paix aux Champs-Élysées..."



Jan. 2010, USA - Condé Nast Traveler, Gold List - 681 World's Best Places to stay
The San Régis is selected in the famous Condé Nast Traveler's annual Gold List. With an overall score of 89.4 the San Régis is only outranked in Paris by four palaces.

May 2008, UK - House & Garden, Hotels by Design
 Interview of David Green, Chairman and chief executive of the Colefax Group :
"I frequently travel to Paris, where my favourite hotel is the San Régis [...] because the staff greet you like a friend rather than a guest, it is like staying in your own apartment..."



Fact Sheet and Contacts

Rooms & Suites details



30 Bedrooms:

6 Single Rooms,
12 Classic Rooms,
9 Deluxe Rooms,
3 Prestige Rooms.

12 Suites:

5 Junior Suites,
4 Terrace Junior Suites with a private balcony and Eiffel Tower view,
3 Suites, which can be converted into the Family Suite.
The Family Suite is composed with 2 Deluxe Rooms and a separate lounge.

Connecting rooms on request. Non-smoking rooms.

All rooms are equipped with: complimentary Wi-Fi access, courtesy tea & coffee tray, complimentary daily mineral water, air-conditioning, work desk, in-room safe, two direct phone lines, LED TV delivering international channels and radio stations, minibar, full-sized wardrobes or dressing room, marble bathrooms with Hermès toiletries, bathrobe & slippers, hairdryer.

Upon request: In-room fax, PC, printer, DVD player, video games, and specific equipment for physically challenged guests.

Services



Room Service 24 hours a day.

Laundry & Dry cleaning. Traditional shoe-polish service.

Evening turn-down housekeeping and wake-up service.

Daily newspapers. Valet parking service. Bellboy.

Concierge member of the Clefs d'Or: to assist our guests with any requirements such as Transfers, Theatres tickets, Restaurants, Spas, Personal shopper, etc.

Caring luxury attitude: commitment to helping protect natural resources.

Check-in time: from 3.00 pm - Departure time: noon.

Style

Classic revisited style introduced by Pierre-Yves Rochon, French designer, guided by the owner personal vision of luxury and elegance.

Fine fabrics from Pierre Frey, Braquenié, Manuel Canovas, Brunschwig, Sahco, Lelièvre, Edmond Petit... and wallpaper by Hermès.

Period furniture: Louis XV, Louis XVI, Empire, Chippendale, Queen Ann...

A nice balance between classic and contemporary styles.

Restaurant *Les Confidences*



Breakfast, Lunch, Snacking & Dinner: 34 seats.

French classic-revised cuisine.

Les Confidences is split in two lounges: the Glass-roof Lounge and the Boudoir Lounge, fitting either a confidential business lunch or a romantic dinner. Small private diners up to 20 people can be organized upon request.

Buffet Breakfast: from 07.00 am to 10.30 am.

Lunch: noon to 02.30 pm. "A la carte" Menu and special Menu of the day.

Dinner: 07.00 pm to 10.30 pm. "A la carte" Menu only.

Opened every day to the hotel guests, and from Monday to Friday to the outside clientele.



Tea Room & Lounge Bar



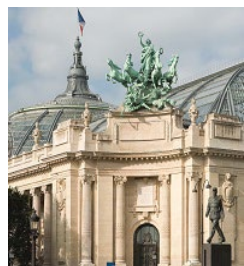
***Les Confidences* serve afternoon tea and delightful Cocktails.**

A French afternoon tea can be enjoyed every day from 3.00 pm to 6.00 pm.

The Bar is opened until 11.00 pm.

The Bar Menu offers a classic selection of alcohols and soft drinks, assorted with Champagne cocktails.

Location



Transportation:

Metro: Franklin-Roosevelt (1 et 9),

Champs-Élysées-Clémenceau (1 et 13)

Train station: Gare du Nord : 20 min by taxi.

Main point of interests at walking distance:

Grand Palais, Petit Palais: 2 min.

Avenue Montaigne: 1 min.

Champs-Élysées: 3 min.

Theatres of Champs-Élysées : 5 min.

Bridge Alexandre III et Invalides : 10 min.

Arc de Triomphe, Concorde: 15 min.

Eiffel Tower, Louvre & Orsay Museums: 20 min

Major events nearby:

Fashion Shows, Hermès Jumping, Biennale,

Contemporary Art Fairs, Taste of Paris, etc.



Contacts



Management:

Sarah Georges, Owner & General Manager - s.georges@hotel-sanregis.fr

Sales & Marketing Management:

Zeina Georges - Owner & Deputy Managing Director -

zeina.georges@hotel-sanregis.fr

Reservations & Concierge : Tel. 33 (0)1 44 95 16 16

Marie-Catherine Migeot, Reservations Manager - reservations@hotel-sanregis.fr

Jean-François Chauvin, Concierge Clefs d'Or - concierge@hotel-sanregis.fr

Affiliation

Small Luxury Hotels of the World.

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