

DOSSIER DE PRESSE / PRESS BOOK



MONSIEUR
GEORGE

CHAMPS-ÉLYSÉES

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MONSIEUR
GEORGE
CHAMPS-ÉLYSÉES



A brief history...



THE ADVENT OF A BOUTIQUE HOTEL STEPS FROM THE CHAMPS-ÉLYSÉES

Nestled in the heart of the 8th district at the corner of rue Washington and rue Chateaubriand, yet far from the maddening crowd lies the soon-to-be newest addition to the luxe hotel industry. Made up of 46 rooms and suites in a classic Haussmannian building, Monsieur George occupies the former home of celebrated early 20th century French actor, Jules Auguste Muraire a.k.a Raimu, and provides national and international travellers alike the most luxurious of refuges.

Each hotel in the Monsieur Hotel Collection pays homage to its roots, the literal ones, by being named after either the street or neighbourhood they call home. And Monsieur George is no different. Located on rue Washington, Monsieur George is a nod to the illustrious first American president and, by circumstance, the street itself.

Traditionally spelled in French with an “s”, our Monsieur George is perfectly at ease going without. This English spelling gives him a kinship with the historic American and a certain distinction that befits a man of his charm and character.

Throughout Monsieur George, you'll find spaces dedicated to making your stay as magnificent and unforgettable as Paris itself.

The rooms have been created as individual parts that make up a whole. Yet, they are so unique that should you change rooms, you may believe you have changed hotels as well. The ultimate goal is for everyone to end up feeling at home. The refinement of Parisian hospitality with a human touch, attention to detail and experiences that you will never forget; this is what awaits you chez Monsieur George.

All the comfort of a 5-star hotel... elegance, simplicity and luxury, infused with warmth and kindness to boot.



WELCOME CHEZ MONSIEUR GEORGE

Step in the quintessential Parisian stone facade, pass through the stately art deco doors, walk under the Anouska Hempel signature lighting and you've finally arrived. Welcome chez Monsieur George, your elegant home away from home. We're happy to have you.

Through the extraordinary lobby, you'll find the resto-bar, Galanga (assuming you didn't enter through the restaurant's street entrance) where you will be instantly taken with the cosy and intimate atmosphere, filled with natural light, flora and fauna anchored in majestic materials: cool marble, sumptuous velvet, glistening glass mirrors... You're not lost, you're simply somewhere else...

Now close your eyes and imagine...

Clad in an emerald green velvet blazer with his elegant walking stick by his side, our always dashing host, Monsieur George, has just had lunch. Scattered around him are the morning papers from all over the world and he jots down ideas and inspirations jubilantly in his crocodile embossed diary while the ever-attentive staff maintain their uninterrupted to-ing and fro-ing. The enticing aroma of espresso drifts over from the bar where a "madeleine" awaits him on an actual silver platter...

Another day in the life of Monsieur George has begun!



MONSIEUR GEORGE'S INIMITABLE DESIGNER, ANOUSKA HEMPEL

Knowing that it would take an extraordinary personality to breathe life into this special project, the hotel's owners chose one of the most mysterious, inspired and talented designers in the world – Anouska Hempel.

She was given the task of creating Monsieur George as a timeless yet modern hotel, bar and restaurant, offering a “family home” atmosphere within the busy milieu of Paris's 8th arrondissement.

Anouska Hempel's style reflects the modernity she has absorbed throughout her travels around the world. As a lady, a couturier, a businesswoman, designer and world adventurer, she plunges heart and soul into her passion for architecture and interior design, now second nature in her work.

Anouska designed Blakes Hotel in London, where she pioneered the boutique hotel concept and to this day, Blakes is still the singular benchmark for this style of hotel. She went on to create the Hempel Hotel, which features the hallmarks of her minimalist design – again, a first of its kind in London. Both of these hotels remain celebrated for their unique styles.

Anouska Hempel went on to design the flagship Louis Vuitton store in Paris, the breath-taking Duxton Six Senses in Singapore, Blakes Amsterdam, Grosvenor House Suites on London's Park Lane and more recently, The Franklin Hotel in Knightsbridge. Her magic

touch can be found in homes, hotels, restaurants, retail spaces, yachts and garden landscapes across the world, attracting an international following of pop stars, actors, heads of state and royalty. A new chapter thus begins with her signature design in Monsieur George, a brand new address in which she has been able to express her vivid imagination, revealing fresh, sparkling dimensions of her impressive design talent.

Her imagination draws on inspiration from far beyond the shores of England. She designed Monsieur George as a reflection of her recent work in Turkey where she renovated a palace on the Bosphorus, and also from her work on her hotel in Rabat. Combining a variety of genres, Anouska has employed all of her experience, talents, and skills in the creation of this amazing hotel, recreating a new Blakes in Paris...



MONSIEUR GEORGE'S ROOMS

*There are 46 rooms and 3 suites occupying this 6-floor hotel.
Each floor has its own unique vibe, each room its singular style and charm.*

Thoughtful, sleek yet welcoming, the rooms have been designed with comfortable elegance in mind, appealing to all tastes and fancies. Business or pleasure, work or play, family time or solo self-care, day-time tourist or night-loving social butterfly, there's (a) room for everyone chez Monsieur George.

As affable in atmosphere as they are varied execution, these rooms provide even the locals with that rarefied feeling of je ne sais quoi!

Impeccably kept yet filled with warmth, not one is like another (and with all there is to see and do in Paris, Monsieur George's rooms provide the ideal spot to put your feet up, relax and prepare for your next adventure!).

Sizes start at 16 m² for the classic rooms, 19-22 m² for the executive rooms and 24 m² for the deluxe rooms, which are capped off with a balcony or small patio.

The Chequer Rooms, aptly named after the 16th century country house and traditional summer home of all the French Prime Ministers. (Even Margaret Thatcher, the Iron Lady herself, spent the "most marvellous summer of her 11-year reign" there). Roomtones in black and soft brown, as though an ancient chess board

was transformed into a hotel room; the floors are alternating squares giving these rooms an ambience all their own.

The Windsor Rooms, an homage to the Duke of Windsor and his beloved Wallis Simpson, are decked out in greyhound-coloured velvet and silver taffeta from floor to ceiling. These one of a kind rooms evoke glamour and romance, just like the famous couple once did!

The top floor houses the Benjamin Franklin Rooms and Suites. They are almost in the clouds which, incidentally, provides the celestial design inspiration for these luxes spaces. Pale and romantic, these rooms are multi-tonal white with touches of pale grey and are accentuated by gauzy curtains embossed with the flowers of Kerala that billow in front of windows opening onto rooftop terraces.

Last but not least, the 45m² duplex Garden Suite, a sanctuary of natural tranquility inspired by Marly, neighbour to Versailles where Louis 14th loved to take walks with his friends and courtesans.

Multiple shades of green textiles envelope this suite while the tantalising scent of jasmine fills its rooms....



GALANGA

RESTAURANT BAR

A refined yet lively atmosphere where well-heeled locals and travellers alike flock to relish memorable moments from breakfast to lunch, tea time to cocktail hour, dinner to the wee hours...

At the resto-bar Galanga, named after a rare Indonesian ginger-like plant, you will find fifty seats dispersed within an understated and elegant space infused with Turkish-Moroccan influences (think compact tables, cosy couches, beautiful but not overdone). Under the domed ceiling, flooded with natural light, descends a chandelier in the shape of a birdcage, illuminating day or night the restaurant and its bar nestled within.

Conceived by young, creative, vivacious duo Head Chef Thomas Danigo and Sous Chef Simon Pinault are both under 30, the menus are ever-changing. They offer wide-ranging dishes from the classic and traditional to the modern and innovative, ensuring an exceptional culinary experience for every taste.

After spending a few years in Canada, Thomas Danigo is an experienced globetrotter and has accumulated a vast culinary repertoire. His first job was in a high-end restaurant where he became a finalist in the Meilleur Apprenti de France competition. He went

on to work under the tutelage of Chef Alain Pegouret at the Michelin starred restaurant, Laurent, where he started as commis de cuisine and in just five years was promoted premier second.

It was no accident that he crossed paths with Simon Pinault, whom he now considers a brother and who is his right hand and sous chef at the Monsieur George.

The Galanga Menu at a Glance:

Served in either the restaurant or the bar, a little taste of what you can find on Galganga's menus:

To start with there is prawn ravioli, yellowtail carpaccio or organic avocado tacos sprinkled with herbs from Monsieur George's garden, followed by galanga and coconut milk cod with asian mushrooms or 21-day aged beef with a nori teriyaki sauce. And finally, pears poached in honey and Sakura, fior di latte ice cream or almond milk rice pudding topped with roasted mangoes.





STARTERS

PRAWN RAVIOLI / GALANGA BROTH – 18 €

BEEF TATAKI / SPINACH / CRISPY MISO – 21 €

YELLOWTAIL CARPACCIO / PONZU SAUCE / PICKLED MUSHROOMS – 22 €

GREEN ASPARAGUS CEVICHE / SWEET POTATO / MANGO – 16 €

MAINS

COD / COCONUT MILK & GALANGA / ASIAN MUSHROOMS – 29 €

OCTOPUS / VENERE RICE / BOK CHOÏ / TIGER SAUCE – 26 €

SEED COVERED CHICKEN / BLACK GARLIC CREAM / CELERY & JERUSALEM ARTICHOKES – 24 €

21 - DAY AGED BEEF / BROCOLETTI / SEAWEEED TERIYAKI / CAULIFLOWER & PEANUTS – 31 €

DESSERTS

POCHED PEAR / SAKURA HONEY / FIORE DI LATTE ICE CREAM – 12 €

ALMOND RICE PUDDING / ROASTED MANGO – 11 €

TULAKALUM BLACK CHOCOLATE GANACHE / COMMOM BALM CRÈME ANGLAISE / OXALYS – 12 €



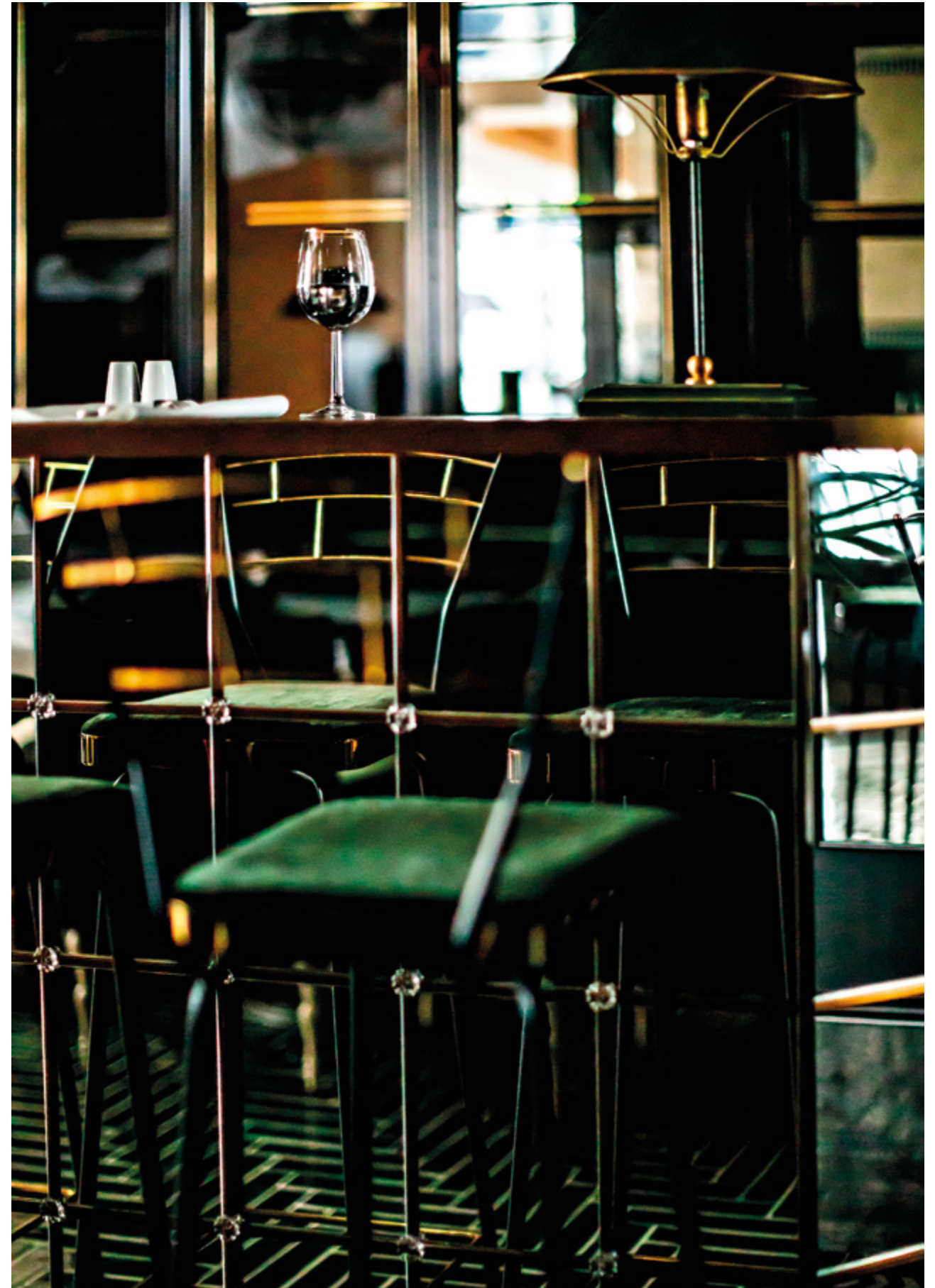
MONSIEUR GEORGE'S COCKTAIL BAR, HERB GARDEN AND A WINE CELLAR

An extension of the restaurant, the cocktail bar's menu contains copious contemporary concoctions appealing to both amateurs and connoisseurs.

There are also snacks and sharing plates available all day for those feeling peckish, classics like Caesar salad, burrata with tomato confit and arugula or, for those with more exalted tastes, Osciètre de la Maison Nordique caviar.

On the restaurant's rooftop patio, near two exclusive dining tables, there is a glassed-in herb garden that produces the bulk of the herbs used in the kitchen and behind the bar.

And finally, not far from the kitchens, we have Monsieur George's wine cellar, filled with thoughtfully selected wines from all over the world and not insignificant collection of Grands Crus Bordeaux, all of which are carefully preserved. The cellar also offers the opportunity for intimate private dining with a table that seats up to 8 people and provides the chance to solve all the world's problems over an excellent glass of fine wine, a mouth watering charcuterie board and a decadent cheese plate. (Aleosse, Bellotta Bellotta and the amazing Arnaud Nicolas's paté en crouste).



**MONSIEUR GEORGE’S
SIGNATURE COCKTAILS**

ALL JACKED UP – 21 €

Housemade cognac liqueur, Frerejean Frères champagne, housemade bitters

RUN ME MY HONEY – 21 €

Chai tea honey liqueur, ambrette tincture, Moët & Chandon champagne

THE ORIGINAL – 21 €

10-year-old Glenmorangie vanilla infused whiskey, lemon juice, sugar, egg whites, housemade bitters

UNDERCOVER – 21 €

Lemon verbena gin, lemon juice, white tea syrup, citrus bitters

APHRODISIAC – 21 €

Damas rose gin, pandan cordial, ambrette tincture

ARTEMISIA – 21 €

Rose water vodka, lemon juice, egg whites, absinthe

LE GALANGA - MOCKTAIL – 15 €

White grape juice, galanga & black pepper cordial, lemon juice

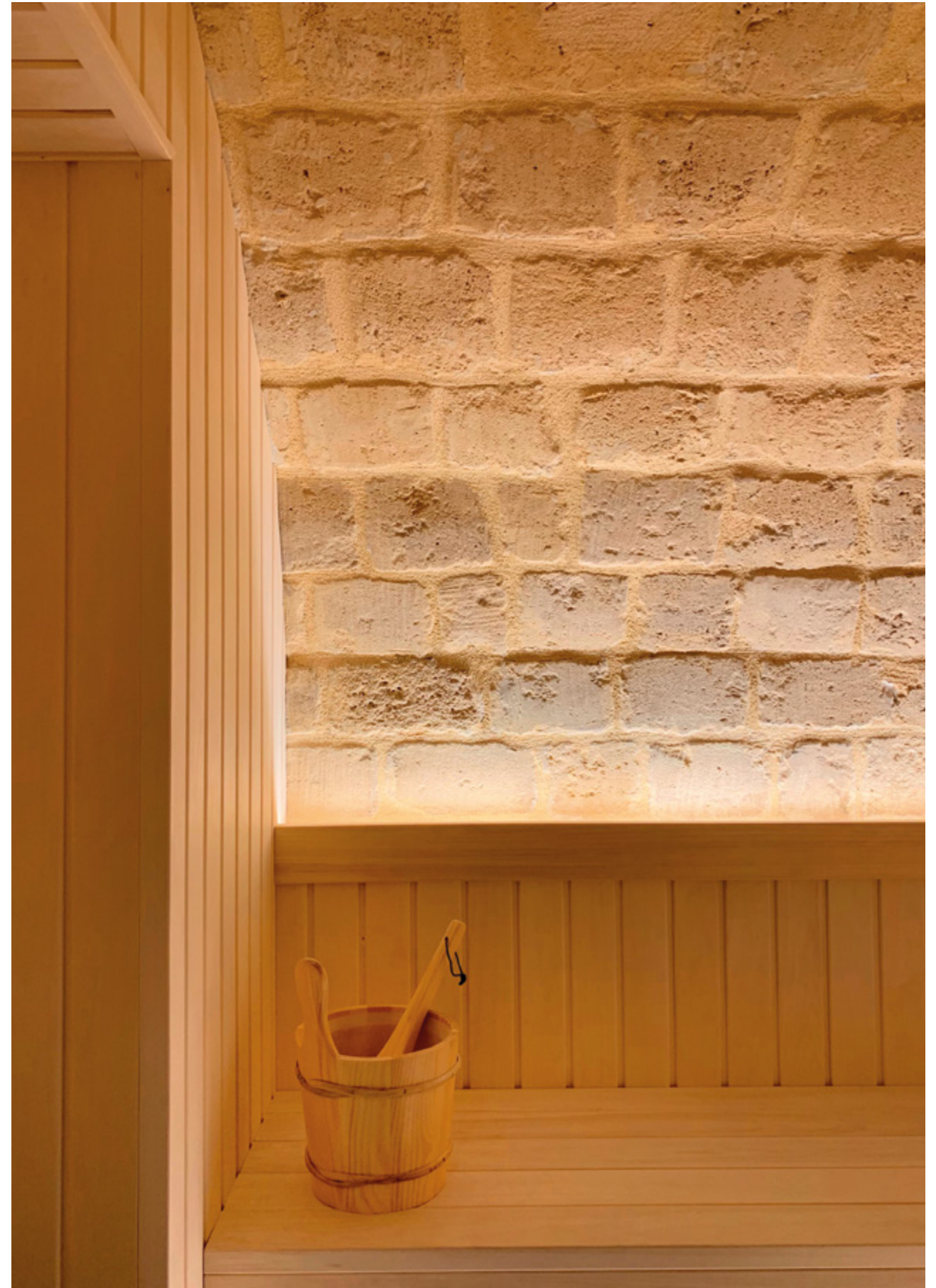


MONSIEUR GEORGE'S SPA BY LE TIGRE

In the basement, a spa, created by Le Tigre (Paris's beloved yoga and wellness mecca) offers a range of personalised self-care: private in-room yoga classes, personal trainers, massages and a wide variety of luxury aesthetic services.

The signatures of the spa are the Tigre massage and the Tigre facial, created by master aestheticians using only organic high-end products. Afterwards, decompress in the Japanese sauna and/or the sumptuous steam room.

An opportunity to reconnect with both your inner and outer beauty, a moment to exhale and to get back in touch with your heart, body, mind and spirit. There's no doubt you will leave feeling aligned and re-energised. Le spa by le Tigre is an unparalleled oasis, a sanctuary like no other.



MONSIEUR GEORGE, BY THE NUMBERS

46

rooms
3 suites

5

stars

1

Spa by Le Tigre

50

seats in the resto-bar
Galanga

2020

opening

1000

bottle world class
wine cellar

3

hidden doors

1

luxurious garden suite

9

views of the Eiffel Tower
and Sacré-Cœur

19

private balconies

6

bespoke cocktails

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THE MONSIEUR HOTEL COLLECTION

*Each of them is named after the street or neighbourhood they call home:
Monsieur Cadet, Monsieur Helder, Monsieur Saintongeand, last but not least,
the luminary, Monsieur George.*

*In the not so distant future, new members will
join their debonair posse. In the works already
are the new Monsieur Aristide (opening Summer
2020), Monsieur Eugene and Monsieur Pablo,
not to mention the Monsieur Apartments,
offering long-term hotel-style living.*

*Never could one home be the same as another,
so it is with the Monsieur Hotels. The hotels
are not only distinctly unique, the rooms are as
well, each exquisitely reflecting the lifestyle and
personality of their namesake.*

*The Monsieur Hotel Collection is family-owned
and operated thus naturally embodying this
spirit fully in all their undertakings. Uniquely
conceived, each project is born from the
origins of its surroundings, respecting what
came before, innovating what will come next.
The Monsieur Group is made up of not only
hotels but also restaurants, spas and wellness
spaces.*



www.leshotelsmonsieur.com



MONSIEUR CADET — The Gentleman

Though he loves the Grands Boulevards, Monsieur Cadet adores the cobblestone street where you can find his hotel. Art Deco in style, Monsieur Cadet is nestled in an area replete with traditional French shops: a butcher, a baker, a candlestick-maker (ok, maybe not that last one...). The overall vibe is gangland bluesy lounge. The bar's sumptuous velvet booths, a light tinkling of the ivories... the atmosphere is intimate yet sociable. There are 29 rooms with 2 suites under the eaves; the most elegant of all French garretts.

MONSIEUR HELDER — The Wanderer

Monsieur Helder set up shop steps away from the place Vendome and the magnificent Paris Opera House. Balcony views highlight the radiant gold accents that glisten off this national treasure. Designed after New York City's boutique style hotels, the 23 rooms of Monsieur Helder's abode seamlessly meld the Paris of yesteryear and the Paris of today. Some say, you can hear the Opera's music floating on the breeze... Partnering with well-known restaurant, Wild & The Moon, the hotel offers a menu filled with healthful, organic and seasonally-timed dishes.

MONSIEUR SAINTONGE — The Bonvivant

Monsieur Saintonge lives not far from the stylish see-and-be-seen rue de Bretagne in the gallery and cafe-filled Marais district. As much as he loves the scene, Monsieur Saintonge likes his creature comforts too, especially his downtime. His hotel perfectly personifies this paradox: old Paris charm in its newest "it" neighbourhood. Twenty-two pastel-coloured rooms provide a sanctuary from the never-ending social activity just a stone's throw away. Monsieur Saintonge has also added his fine foods emporium supplying peckish globetrotters with the "crème de la crème" of French gastronomic delights.

MONSIEUR GEORGE — The Luminary

Naturally, suave Monsieur George lives in a classic Haussmanian-style building off the iconic Champs-Elysees. Designed by renowned British designer, Anouska Hempel it holds a restaurant, cocktail bar and deluxe spa. His 46-room 5-star hotel practically illuminates the City of Lights. If such a thing were possible...

Tucked away from the outside world, the resto-bar, Galanga, serves French cuisine and boasts a 1000-plus bottle wine cellar. The spa is by Le Tigre, Paris's beloved wellness mecca, which provides the perfect place to decompress in style.

MONSIEUR ARISTIDE — The Bohemian

Welcoming neighbouring artists in his garden for food and drink anytime of the day or night, Monsieur Aristide made his home on one of the hills of Montmartre, steps away from the rue des Abbesses. In his 25 sleekly designed rooms, guests will be inspired by the spaces thoughtfully filled with antiques carefully selected from some of Paris's most famous high-end flea markets. Monsieur Aristide is as kind as he is caring and has made his hotel the first eco-conscious Monsieur of the group.

Opening summer 2020

MONSIEUR EUGENE — The Erudite

Monsieur Eugène has planted roots between the Paris Opera House and the former Paris Stock Exchange. An engaging, enchanting café-hôtel, tempting all to relish the moment with a freshly squeezed juice or refreshing beer at the bar. The 33 enticing rooms pay homage to artist Eugène Galien Laloue, a 19th century painter and relative of the current owners. Behind a barely noticeable door, you'll find a wood-paneled basement speakeasy. Monsieur Eugène, also a literature buff, has a large library that his guests are welcome to borrow from. If you're lucky, you might even find one of his favourites placed thoughtfully on your bedside table.

Opening 2021

MONSIEUR PABLO — The Artist

Welcome Monsieur Pablo, the latest member of the family. Recently moved in on the rue de la Grande Chaumière, paint, canvas and brushes in tow. He has named his hotel the Hotel des Académies et des Arts and is planning renovations...

Currently open for business, renovations 2021.





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