

PRESS RELEASE

HOTEL MONTALEMBERT

HM
WH

PARIS - RIVE GAUCHE



B SIGNATURE
Hotels & Resorts

DES HÔTELS
DANS L'AIR
DU TEMPS



SUMMARY

| | | |
|-------------------------------------|---|-----|
| AN INSPIRED HOTEL | P | 1 |
| A beautiful story | | |
| THE DECORATION | P | 2 |
| The rooms | P | 3 |
| The suites | P | 4-5 |
| The restaurant | P | 6 |
| The fireplace | P | 7 |
| The lobby | P | 8 |
| THE KITCHEN | P | 9 |
| THE BAR | P | 10 |
| SPA & FITNESS | P | 11 |
| PRACTICAL SHEET | P | 12 |
| HOTELS B SIGNATURE HOTELS & RESORTS | P | 13 |



HÔTEL MONTALEMBERT

3 rue Montalembert - 75007 Paris - France - : 33 (0)1 45 49 68 68 - www.hotel-montalembert.fr

CONTACT : MARION RICHARD : +33 1 45 49 68 68 - MARION.RICHARD@HOTEL-MONTALEMBERT.FR

AN INSPIRED HOTEL A beautiful story



It is one of the most charming hotels in Paris. In perfect agreement with the small palace trend which, in the past several years, has conquered the hearts of the great travelers. Meeting spot for the world of fashion and of the arts, the Hotel Montalembert has been a pioneer of the “boutique hotels” movement. Ideally located in the heart of the Left Bank, a short 5 minute walk from the Saint-Germain-des-Prés church, this establishment of 50 rooms, including 10 suites, turns its facade of golden stones toward the “rue du Bac,” the antique shops and the art galleries.

The Montalembert, built in 1926, lived through the great moments of the interwar period, through the celebrations of the 50s Saint-Germain quarter and through so many prosperous and resplendent times that a guest book would never suffice to mention all these bygone moments, that together form the heart of an establishment. If the foundations could tell their tale, they would without a doubt speak of the joyful dinners, amorous meetings, the intimate confessions, the lively discussions... everything that is the soul of a palace and explains its success with the public during all these years.

For its ninetieth birthday, the Montalembert has treated itself to a gentle renovation. It was not the first, but this one draws from the wishes of the owner, Anne Jousse, to “reawaken” her house. And because the Hotel Montalembert made the headlines by being the first «Boutique Hotel” in Paris, twenty-five years ago, it felt natural to recreate an event of similar proportions, without limiting themselves to a simple concept. “This hotel is ingrained in its neighborhood,” explains Anne Jousse. “It is the hotel of writers and artists. So we wanted to preserve this spirit, particularly for the restaurant whose costumers are primarily local regulars.” It is to the architect-decorator **Pascal Allaman** that the owner has entrusted the care to carry out an operation which, from the original project (to renovate the Restaurant) has now extended to the whole of the establishment.

The decoration of the lobby and the design of the carpets have been entrusted to **Géraldine Prieur**, an interior architect.

HÔTEL MONTALEMBERT

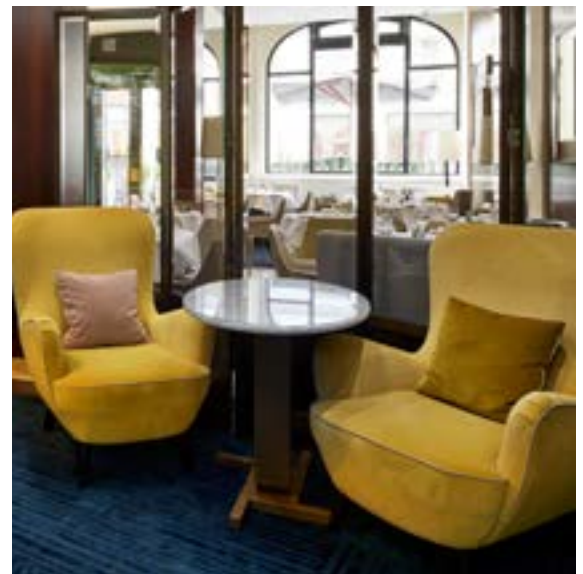
3 rue Montalembert - 75007 Paris - France - : 33 (0)1 45 49 68 68 - www.hotel-montalembert.fr

CONTACT : MARION RICHARD : +33 1 45 49 68 68 - MARION.RICHARD@HOTEL-MONTALEMBERT.FR

THE DECORATION



“The Hotel Montalembert is a spiritual place» confides Pascal Allaman. Due to its location and its style, it has always been patroned by a mix of politicians, writers, publishers and artists. The loyal clientele of the restaurant, but also the hotel guests to which, through globalization, have comprised of foreign customers, gallery owners, businessmen (and women), people from the fashion industry... The challenge that I faced was therefore to keep this atmosphere, to register within this continuity. I was required to write a new chapter in an already rich history, and to put the Montalembert Hotel at the same level as the other establishments of B Signature Hôtels & Resorts...”



The rooms



“For the rooms, the idea was to give a little more warmth. To ensure that the customer has the impression that they are staying in the guest bedroom of a Parisian apartment. So we added cornices, moldings, new molded doors in order to respect the Parisian aesthetic vocabulary,” explains Pascal Allaman.

The rooms, which are divided into two tones, yellow and orange, allude to a revisited Haussmann style. The decorator wanted to insist on homely aspects by positioning the furniture in an original way, with the elements set up in a manner reflecting an elegant and chic interior. From one room to another the furniture is evolving. The furniture is designed by Pascal Allaman: the chairs, the desk, the armchairs and these lovely folding screens used as the head of the beds. And because the television is an unavoidable element in a hotel room, it was treated as a work of art. It is therefore presented as a painting, in a boxed frame, surrounded with patina finish gold and display lighting.

The materials make reference to the classical luxury spirit: precious woods (ebony), antique patina finish decorated brass bronze, orange and yellow leather for the seats, wild silk for the curtains, lacquer... In this universe of a Parisian house, the decorator has crafted the hardwood floors in ebony tinted wenge. The carpets have been specially designed by Geraldine Prieur. The bathrooms, designed as bath lounges, have been embellished by materials inspired by classicism: mosaic in graduated shades (gray, taupe and gold) signed Bizzaza, white veined Carrara marble, ceilings in natural teak, bevelled mirrors... Everything has been done to create the atmosphere of a precious cocoon.

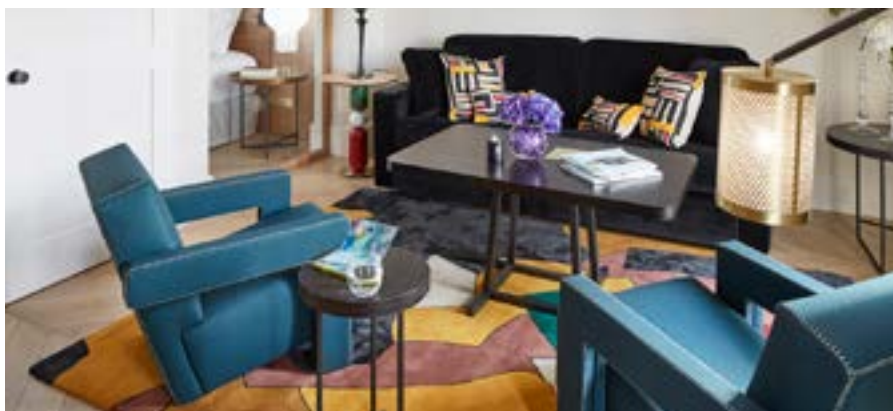
The rooms are also equipped with the latest technology: Airplay system to stream music from your iPhone on the acoustic speakers, free high speed WiFi...

The suites



On the 7th and 8th floors, the suites offer a spectacular view of the capital. Before your eyes, the Eiffel Tower, the bell tower of the nearby St. Thomas of Aquinas church...Mansard-roofed, the 8th floor suites include a flowered balcony. And all offer bathrooms with a bathtub in the center to admire the rooftops of Paris through the window from the bath.

The “Signature” suite of the hotel, suite 82, bears the stamp of Anne Jousse, Chairman of B Signature Hotels & Resorts, who has designed it as her Parisian “pied-à-terre.” No ebony here, but rather light oak hardwood floors in a herringbone pattern. Particularly luminous, this spacious suite displays separate color schemes from the rest of the hotel. Mrs. Jousse has furnished the suite with pieces that she loves (Gerrit Rietveld designed Utrecht armchair edited by Cassina, cushions and accessories by a Moroccan creator, bargain-hunted objects from her travels...) and she has personally designed the carpet which imparts a lovely touch of color to the whole. Paintings by Jean-Pierre Bourquin, inspired by his wanderings, adorn the walls of the suites. Anne Jousse has fallen head over heels for the work of this French artist who teaches at the Beaux-Arts and exhibits in China.



HÔTEL MONTALEMBERT

3 rue Montalembert - 75007 Paris - France - : 33 (0)1 45 49 68 68 - www.hotel-montalembert.fr

The restaurant



Central point of the hotel, the restaurant of the Montalembert has for decades been a favorite place in the world of literature that has been present throughout the neighborhood. For its renovation, **Pascal Allaman** had the desire to retain the same spirit that he used in the decoration of the Hotel : The white Carrara marble for the bar, rosewood paneling and dark hardwood floors. A sofa designed by Pascal Allaman brings a colorful note in front of the fireplace, while the famous Salon Gallimard (a reference to the neighboring publishing house), intended to shelter conversations, enjoys a large bay window open onto a small bright patio. It is difficult to remain insensitive to the elegance of the large backlit bronze and alabaster sconces designed by the decorator and manufactured in the workshop of François Pouénat, one of the last traditional locksmiths. A monolith of marble on which were placed pebble shaped plates, the bar offers an attractive contrast with the wall of bubbled mirrors tinted grey using lead by employing an 18th century technique.



The fireplace



This small den like space is ideally located between the restaurant and the patio and has always been a favorite spot for the local writers and the regular clients of the Montalembert. With its fireplace and library, it offers a small piece of tranquility in a hushed toned ambience. The warmth of a pleasant wood fire merges with the light from the patio to create a cozy and reassuring atmosphere. In order to compose a more remarkable lounge space, Pascal Allaman has brought a touch of vivid colors which hints at the color schemes he used to compose the rooms.



The lobby



The story of the lobby begins with a meeting. “Nothing was premeditated,” explains G eraldine Prieur. “When Anne Jousse entered the doors of our showroom she was immediately receptive to our universe, halfway between fashion and decorative arts. Evidently, our colors, our vibrations and our different collections of furniture, fabrics, wallpapers and accessories enticed her, since she solicited us to undertake the lobby’s decoration.” G eraldine recognizes that this task was rather tricky since it necessitated that she and her team from the «Rouge Absolu» workshop respect the project undertaken by Pascal Allaman for the rest of the hotel.

“Fashion is a major influence for our projects,» she points out. “Following our first visit to the Montalembert, we chose a picture by Yves Saint Laurent, which has been our reference in terms of contrasts,

colors and composition.”

“Rouge Absolu” therefore created several pieces of furniture specifically for the Montalembert: a bench seat, tailored with a loop, in walnut and covered in velvet, a double showcase in ebony and brass, the “Up To You N 001” bookcase in walnut and lacquer, a carpet of random shapes, brass light fittings with raffia nude lampshades and the «R sille» door separating the lobby and the restaurant.

“Each piece of furniture has a real presence in this lobby and does not leave one indifferent,» explains G eraldine. “The warm colored wood is consistent with the other elements of the restaurant that can be seen in perspective. The dark green of the lobby brings a touch of masculinity: we wanted the guests to have a sense of entering into a private mansion rather than into a cold and soulless lobby. The full grain leather sheathed desk is enclosed within a sienna box. The brass and patina finish gold ribbons underline the ebony mounts which have been retained.”

G eraldine Prieur and her team have also designed the patterns of the carpets in the rooms.

THE KITCHEN



When asked what inspired him to create a light cuisine, with obvious Asian overtones, the Chef David Maroleau responds with modesty: "I am inspired by the cuisine of Jean Montagard and Michel Guérard...". These two great chefs, deemed to be at the origin of wellness cooking, are not the only inspirations for the Montalembert Hotel's chef. A young man curious about everything... After studying hospitality in La Rochelle, David left for California where he worked with the famous Chef Wolfgang Puck. From there, he goes to the Four Seasons in Miami. Upon his return to France, he works with Philippe Legendre at the Cinq restaurant in the George V Four Seasons. At the Plaza Athenee, he is then part of Alain Ducasse's team, before going to London to work at the Ritz and the Greenhouse on Berkeley Square.

At the helm of the Hotel Montalembert kitchen for 9 years, David Maroleau focuses on the quality of his products and the lightness of his dishes to meet his clients' evolving expectations. The menu therefore offers low calorie dishes, acidulous compositions showcasing organic products. A spelt enthusiast, labeling it "the purest seed in existence," the young Chef often looks for inspiration in Asia. His king prawn tartare seared Thai style with Koshihikari rice and citronella dashi stock is already a must-have from his new menu. Customers love the iodinated flavors and the inventiveness of this Chef who only has one credo: to charm through surprise.

THE BAR

If the bar of the Hotel Montalembert is slated to once again be the “it” place in the neighborhood, it is not simply because it is a reference in terms of decorative elegance. It is also because the man who, behind the white marble, presides over it is one of the best mixologists of his generation. Having arrived at the Montalembert at the beginning of the year, Jérôme Bréard brings with him creativity and experience gained through a career in prestigious establishments. After having started his career with Joël Robuchon and then Alain Ducasse at Raymond-Poicarré Avenue, he managed the Fantasia Bar at the Disneyland Hotel, invented macaroon cocktails while at Ladurée on the Champs-Élysées, reinvented the lounge spirit at the Marignan Hotel and mixed drinks at the Fouquet’s... His Delight? Creating new cocktails in collaboration with the Chef: “We have the same creativity process, in the kitchen and behind the bar...”. He particularly enjoys working with aromatic plants and fresh fruits that have a beautiful length on the palate. For the Spritz, the go-to drink in the main room and on the terrace on beautiful sunny days, he brings a personal touch: Aperol, champagne (rather than prosecco), clear spirits (sake, gin or Cuban rum), green apple juice... “The appeal is to



play to our strengths,” he explains. “I like to compose a tailor made drink according to the tastes and preferences of my client...”. A creativity which does not neglect, however, the power of tradition. In the Hotel Montalembert bar, the signature cocktail remains the “Françoise Sagan High Tea.” There is a story behind this cocktail.

Ask Jerome Breard, and he will be

thrilled to tell it to you...

HÔTEL MONTALEMBERT

3 rue Montalembert - 75007 Paris - France - : 33 (0)1 45 49 68 68 - www.hotel-montalembert.fr

CONTACT : MARION RICHARD : +33 (0)1 45 49 68 68 - MARION.RICHARD@HOTEL-MONTALEMBERT.FR

SPA AND FITNESS



The Montalembert has chosen the “Carita Houses of Beauty” to provide their guests with an indulgent and innovative spa experience.

Their treatment options are a luxurious invitation to relaxation and solace: esthetic, massages, facials... the choice is endless. The sport enthusiasts will have full access to the fitness room and the Carita Spa of our nearby sister hotel – The Bel Ami – located only several minutes walk from the Montalembert Hotel. The hotel's full service concierge will organize all appointments for both the spa and fitness center. This tailored service stays true to the spirit of our establishment and our staff: transform a simple stay into a pure moment of bliss.





PRACTICAL SHEET

- Year of construction: 1926
- 50 rooms including 10 junior suites and suites
- Restaurant open every day. The menu is served continuously from noon to 10:30pm.
- Breakfast in the restaurant from 7:00am to 10:30am.
- Room service 24/7. The complete restaurant menu is available as room service from noon to 10:30pm. From 10:30pm to 7:00am, a reduced menu is available for room service. From 7:00am to noon, a breakfast menu is available for room service.
- The conference areas: "Salon Gallimard", private (10 people): lunches, dinners, interviews...Fireplace-Library Area: semi-private. «Salon Le Correspondant» for meetings of up to 20 people.
- Nearest subway: Rue du Bac
- Airport CDG: 45 min. Orly: 35 min.

To see around the hotel:

The Louvre museum, The Orsay Museum, The Invalides, The Eiffel Tower, The Rodin Museum, The Grand Palais, The Saint-Germain-des-Prés church, The Saint-Sulpice church, The Bon Marché, the antique shop galleries and art galleries...



HOTELS B SIGNATURE Hotels & Resorts

L'HÔTEL EDOUARD 7 ****

39 avenue de l'Opéra - PARIS 2^e
Tél. : 33 (0)1 42 61 56 90 - www.edouard7hotel.com

L'HÔTEL BEL AMI *****

7-11 rue Saint-Benoît - PARIS 6^e
Tél. : 33 (0)1 42 61 53 53 - www.hotel-bel-ami.com

L'HÔTEL MONTALEMBERT *****

3, rue Montalembert - PARIS 7^e
Tél. : 33 (0)1 45 49 68 68 - www.hotel-montalembert.com

L'HÔTEL DE SERS *****

41 avenue Pierre 1^{er} de Serbie - PARIS 8^e
Tél. : 33 (0)1 53 23 75 75 - www.hoteldesers.com

L'HÔTEL VERNET *****

25 rue Vernet - PARIS 8^e
Tél. : 33 (0)1 44 31 98 00 - ww.hotelvernet.com

LE DOMAINE DE LA BRETESCHE ***** - Relais & Châteaux

Hôtel Golf & Spa, à Missillac near La Baule
in the department of Loire Atlantique
Tél. : 33 (0)2 51 76 86 96 - www.bretesche.com

HOTEL MANAPANY *****

Anse des Cayes - 97133 ST BARTHELEMY French Indies)
Tél. : 33 (0)5 90 27 66 55 - www.hotelmanapany.com

Photothèques

Identifiant : presse Montalembert

Mot de passe : vpp53dc3

www.BSignatureHotels.com
#BSignatureHotels

HÔTEL MONTALEMBERT

3 rue Montalembert - 75007 Paris - France - : 33 (0)1 45 49 68 68 - www.hotel-montalembert.fr

CONTACT : MARION RICHARD : +33 1 45 49 68 68 - MARION.RICHARD@HOTEL-MONTALEMBERT.FR

