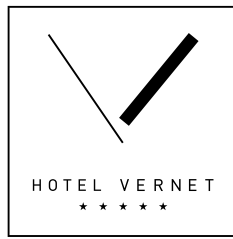


PRESS RELEASE



PARIS - CHAMPS-ÉLYSÉES



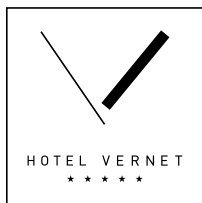
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B SIGNATURE
Hotels & Resorts

**DES HÔTELS
DANS L'AIR
DU TEMPS**



PARIS - CHAMPS-ÉLYSÉES

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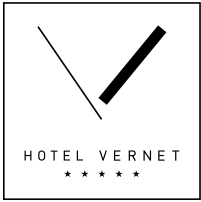


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PARIS - CHAMPS-ÉLYSÉES

PRESS RELEASE VERNET HOTEL

Spirit and style



The Parisian residence in the pure Haussmann style that is the Hotel Vernet has seen events spanning three different centuries. The hotel itself is now entering its hundredth year in a spirit of modernity, whilst remaining proud of its history and of its splendid position between the Golden Triangle and the Etoile in Paris.


The Hotel Vernet now belongs to B Signature Hotels & Resorts, a French family-run hotel group, and is reviving the tradition of the great Parisian establishments of the 8th arrondissement. What makes it different is the interior design of François Champsaur, which pays tribute to French elegance and savoir-faire.

The new style of the Hotel Vernet is barely perceptible from the street: it becomes a journey of discovery on entering - an adventure in itself. Right from the entrance the richness of the material transports the visitor into a world of luxury, whilst the colours, the simple lines of the furniture and the works of art bring a lightness of touch and the refinement of an unknown and yet somehow familiar modernity as if each object had found its way here naturally. Such subtle yet studied alchemy is the prerogative of great creators.

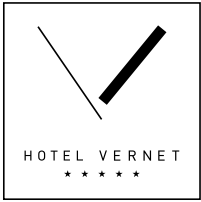
The Hotel Vernet is firmly anchored in modernity, open to today's world and all that is contemporary: plays on light and reflection emphasise the exactness of a colour here and the richness of a texture there, creating an atmosphere that is full of life yet devoid of ostentation.



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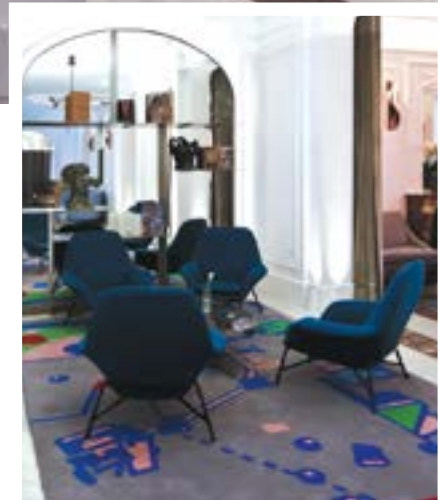


The entrance and the lobby




On crossing the threshold of the Hotel Vernet the visitor enters a bright space of highly contemporary design, constructed in the greatest tradition of French workmanship. Glass panels, highlighted by hand-painted coloured bands, play with light and create a mobile visual effect, which invites one to move forward into the lobby.

The reception area marks the identity of the Hotel Vernet, with its original marble floor, the simple, graphic lines of the desk and the walls of woven copper thread which bring life to evening light through their golden reflections. A succession of white columns and arches guide the visitor towards a lounge with its traditional elements subtly balanced by carefully considered modernity. The colourful designer furniture, the carpet resembling an abstract painting spread across the floor and the Eric Schmitt chandelier each add final touches to this decorative heart of the Vernet.

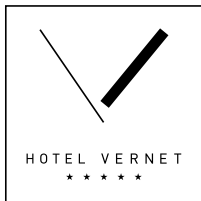


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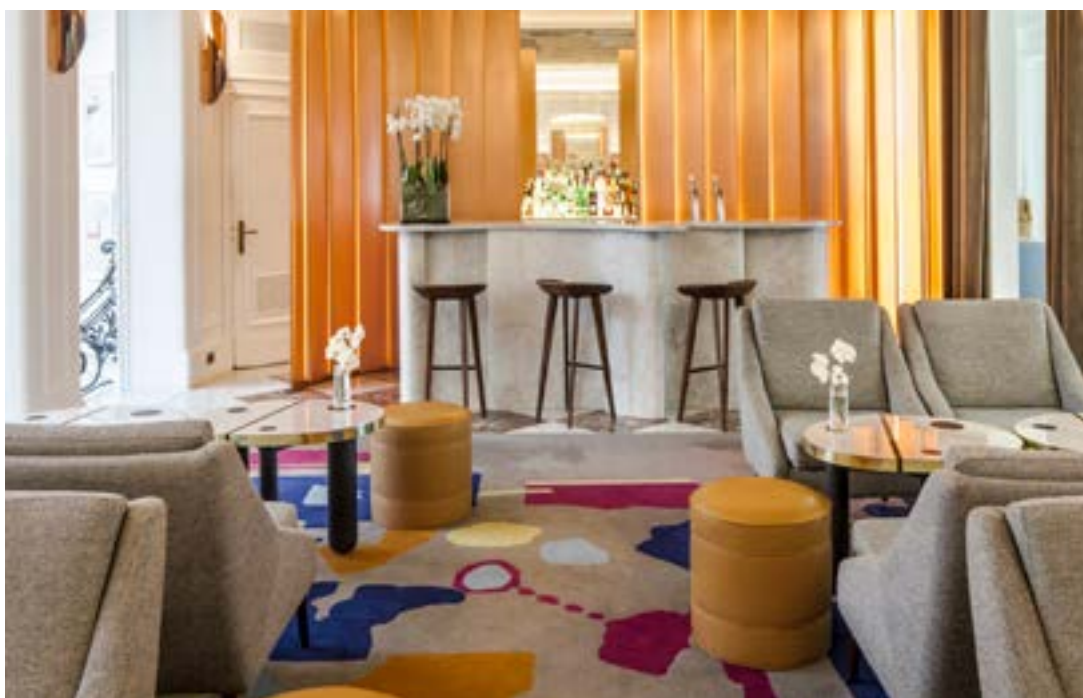
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PARIS - CHAMPS-ÉLYSÉES

The Bar




The bright, sparkling atmosphere of the bar is intimate, yet as light as the bubbles in a great champagne. The nobility of the materials used reflects that of the marble bar itself, whose simple waves give it an impression of motion.

The copper screen behind is in the same decorative key and is an ideal complement to the soft lighting given by the wall lights that resemble hand-folded copper. On the ceiling, a fresco by Jean-Michel Alberola enhances the elegance of the room and creates a visual response to the carpet, which he also designed. You can feel the very spirit of the place - the desire to surprise and charm both Parisians and a wider cosmopolitan clientele.

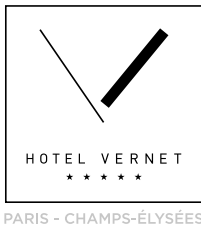
The bar is not intended to be just like every other hotel bar: it will instead be a place to meet and to enjoy life in surroundings that vary from hushed and discreet to hypnotic, from sober to unruly! It will reflect the moods of those who go there: it will be at once unique and multi-faceted.



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the restaurant of the hotel vernet




Under Gustave Eiffel's vast and outstanding glass roof, the Hotel Vernet's restaurant is devoted to pleasing the senses.

The view of the kitchen through a wide glazed panel creates a discreet yet uninterrupted movement. There is space to breathe here, with the tables and benches arranged in a ring, and just a single row in the centre. The restaurant is enlivened by the works of contemporary artists hung here and there on the walls, as a collector might arrange in his own home. At one end, the Salon Or is a more intimate and quiet environment for private events for up to ten guests.

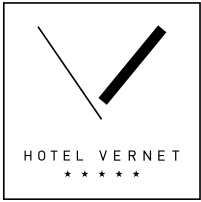
Here, only simplicity and precision of taste are allowed to grace your plate! And it is precisely that requirement which makes the exercise so difficult. The dishes created by the chef, Richard Robe, underline the origin and flavours of ingredients always selected with the very greatest care. The credo of the V is to surprise and astonish the taste buds; to make them marvel at new associations of fine flavours; to bring back a childhood memory of some forgotten recipe; to create the menu as a gastronomic journey and, to add joy to their rediscovery, to reinvent the classics of French gastronomy.



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PARIS - CHAMPS-ÉLYSÉES

PRESS RELEASE VERNET HOTEL

The Hotel


Visitors are transported to their bedrooms by the lift built in wood and glass using the very latest technological innovations. The central staircase allows natural light to filter through the original stained glass, underlining the respect for tradition which characterises the spirit of the Hotel Vernet.



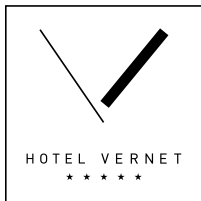
The bright passage to the bedrooms is a triumph of design and style, with its pale carpet in a herringbone pattern and walls dotted with small console tables in a clean, graphical design, displaying the number of each bedroom.



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PARIS - CHAMPS-ÉLYSÉES

The bedrooms




The bedrooms at the Hotel Vernet are devoted entirely to comfort, their discreet luxury enhancing a sensation of well-being and intimacy.

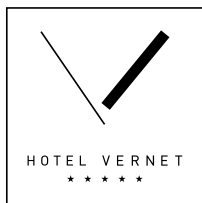
Wood dominates, with oak flooring, the wall resembling a windbreak, also in oak, which serves as the bedhead and the ceiling mouldings all combining to create a decor that inspires a warm, soothing sensation, far from the buzz of Paris that lies just outside. The choice of fabrics further enhances this sensation of a haven of peace, with organic cotton curtains from Pierre Frey and the graduated colours of woven woollen throws from Arpin. The bathrooms are showcases of noble materials with their basins in Carrara marble, glass mosaics and brass taps by Stella. Studied design, clever use of space and stylish objects all combine to ensure that every moment spent in the bedroom is one of absolute calm and exquisite pleasure.



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PARIS - CHAMPS-ÉLYSÉES

Useful information

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Director General: Mr Erwan sarre

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- Smartphone and tablet-compatible audio and video system
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- Courtesy tray
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RATES :

Rooms

Superior rooms:	from 290 euros
Deluxe rooms:	from 350 euros
Prestige rooms:	from 390 euros
Executive suite:	from 690 euros
Prestige suite:	from 890 euros
Presidential suite:	from 1 290 euros

Breakfast

Continental breakfast :	25 euros
Health breakfast :	27 euros
American breakfast :	35 euros

City tax : 3.30 euros par person and per day

SERVICES :

- Valet parking
- Clé d'Or certified concierges (desk staff)
- Business Center
- 24-hour room service
- Laundry
- Bar
- Restaurant "le V"

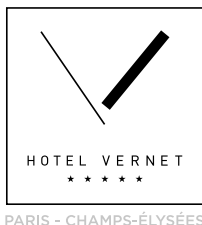


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The B Signature Hotels & Resorts Group

The Bessé Signature group is directed by Anne Jousse and offers a fine collection of hotels whose design in the spirit of our times cultivates both the personality of each and the spirit of family ownership in order to offer the very best quality of service.

It was love at first sight when the B Signature Hotels & Resorts group acquired the Domaine de la Bretesche, formerly a family property which they transformed into a luxurious and charming resort with a starred restaurant, magnificent private salons and one of the finest golf courses in the west of France. Subsequently, in 2003, the group bought the iconic hotel Bel-Ami in the heart of St Germain-des-Près in Paris. A further dream location is the Hotel de Sers, which the group acquired and refurbished into an environment which brings together history (of the Marquis de Sers) and the flamboyant luxury of the Haussmann era, yet has everything perfectly adapted to twenty-first century needs. The B Signature Hotels & Resorts group also owns the hotel Edouard 7, on Avenue de l'Opéra in Paris, and in 2013 acquired the Hotel Vernet, a landmark among Parisian hotels, which is now open following complete renovation by the architect François Champsaur.

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 DE SERS *****

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3, rue Montalembert - PARIS 7^e
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