

PRESS RELEASE

**SOFITEL PARIS LE FAUBOURG UNVEILS ITS
NEW COLLECTION OF SUITES AND *COUTURE* APARTMENT**

Paris, May 20th, 2010 – Elegance and a buzz... At the heart of the celebrated Faubourg Saint-Honoré amidst the most emblematic labels from the world of Haute Couture, the Sofitel Paris Le Faubourg has always had a vibrant feel for fashion. Today, the hotel is unveiling its collection of suites, the *Couture* Apartment and the full magnificent refurbishing of its corridors. All the work of Didier Gomez. Considering that every creative act must sit naturally within an environment, the famous designer here has imagined creations that pay tribute to fashion. Hence the signed photographs of the top names in fashion over the past decades that dot the halls and corridors walked by guests from the lobby to their suite.

The Suites

The spirit of the 21 suites recreates the harmony and elegance of the salons in the leading couture houses through the choice of materials, furniture and colors. Ivory, gray and black form the dominant tones that enhance gold, crystal and amethyst. The decorative option preferred by Didier Gomez lies with a subtle balance between the 18th century and the present day. While cornices, pilasters, armchairs and mirrors evoke the Century of Light, the modern contrast resides with the contemporary design of carpeting, certain decorative objects and more particularly the organization of the actual space, with a “wellness” room opening onto the bedroom.

The Apartment

On the hotel's top floor, the *Couture* Apartment recreates the harmony and tranquility of a luxurious Parisian interior. The extreme care taken over each and every detail, like the original and highly elegant lamps, registers the apartment with a spirit and approach that is distinctly haute couture in style.

The color ivory has been preferred in the huge lounge that consists of a work space and dining room, able to cater to a prestige lunch or dinner for 10 guests. The carpet, with black geographic patterns, gives the apartment a very “designer” look, as do the fashion photographs of Cathleen Naundorf, which cover certain walls completely. Developing a style close to painting, her pictures enhance the craftsmanship of couture and carry the guest into an almost dream world.

In the bedroom, a monumental headboard in iced chestnut satin is framed with hand-painted gilded panels and covered with glass cabochons portraying the sun and the moon. The bedroom opens onto an exceptional bathroom with polished marble walls, decorated with black and white mosaics and fitted with a Hammam shower and balneotherapy bathtub.

With these new designs, **one third of the guestrooms at the Sofitel Paris Le Faubourg are now suites**. A new chic and charm offensive which meets the emerging demand of



today's travelers, who demand comfort, beauty of material and masterly use of space. Each detail works to provide a moment of life steeped in refinement.

The Sofitel Paris Le Faubourg today:

147 guestrooms of which **45 suites**, i.e. almost **a third of total accommodation capacity**.

The 21 new suites are available in two versions:

17 Collection Suites including one for a disabled person, with a total floor area of 430 sq. ft.

4 Opera Suites with a total floor area of 550 sq. ft.

All Suites feature a Bose Wave Music system with I-pod dock, a 42" flat screen, tea and coffee machine, complimentary ADSL Internet access and mini-bar.

Hammam shower and Bose home video Bose with integrated DVD player in the Opera Suites.

The Couture Apartment boasts a floor area of 1,075 sq. ft. and is fitted with digital controls to access the different home automation functionalities.

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