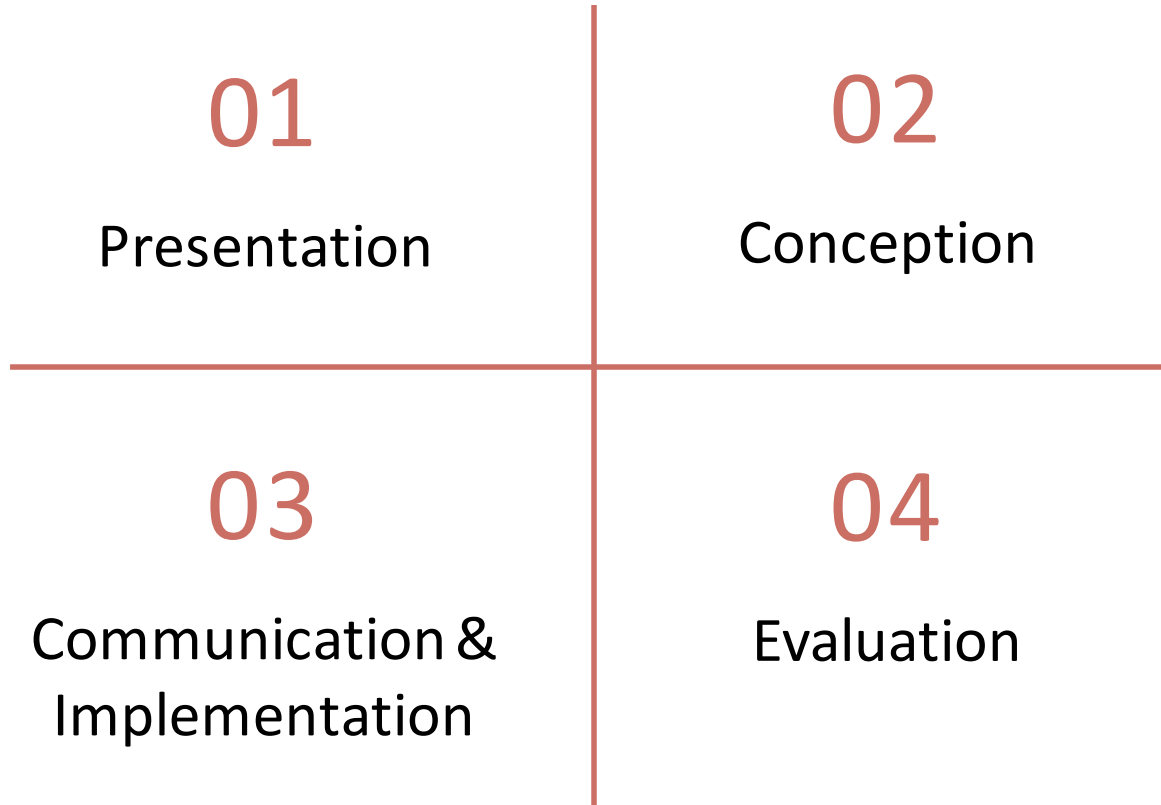


# Application to Best Iconic Asset MKG Awards



KIMPTON  
ST HONORÉ  
PARIS



# 01. Presentation

## Key facts about the hotel



## Presentation

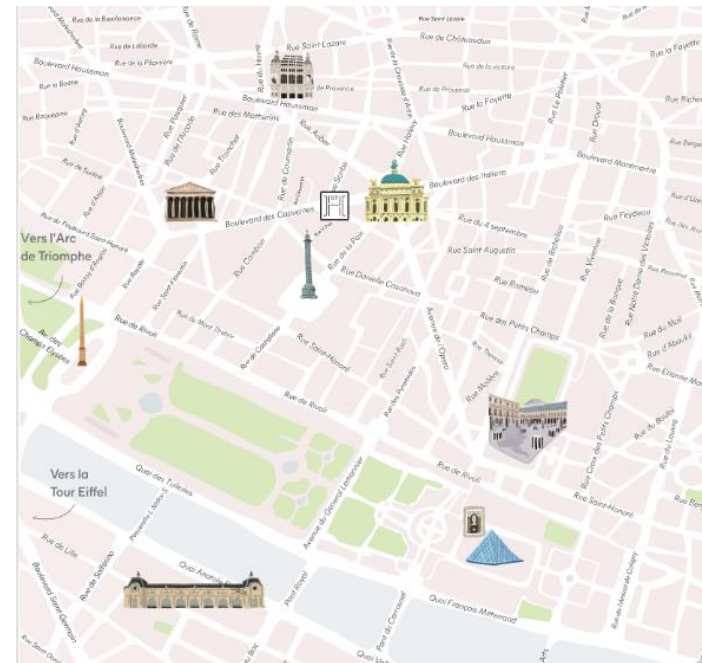
# Kimpton St Honoré Paris – A Luxury Urban Resort

Opened in August 2021, Kimpton St Honoré Paris is the first property in France of Kimpton® Hotels & Restaurants, the famous brand which invented the concept of boutique hotels back in 1981 in San Francisco. Kimpton® Hotels & Restaurants is part of IHG group.

Kimpton brings a new philosophy in hospitality: Chic and Cool ; luxury without the fuss



Address: 27-29 Boulevard des Capucines, 75002 Paris



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## Presentation

# Hotel facilities

Kimpton St Honoré Paris brings together all the attributes of a **chic urban resort** with its contemporary design, destination dining and bars.

### Rooms & Suites – with terraces, balconies and views over Paris

- 149 rooms and suites, starting at 20 sq. m.
- 26 suites including 9 Collection Suites and the Honoré Suite (110 sq. m.)
- Designed like Parisian apartments by French designer Charles Zana

### Restaurant & Bars – vibrant living spaces

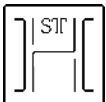
- Sequoia, a rooftop bar with 360° views over the most emblematic monuments of Paris such as the Opéra Garnier
- Montecito, a modern and light-filled Californian-inspired restaurant and bar with courtyard patio and dedicated street entrance. DJ set weekly => a new food experience in Paris
- The Library, an intimate and warm lounge to meet and work

### Spa & Gymnasium

- Codage Spa with 2 treatment rooms, indoor pool with sauna, steam room
- 24/7 fully-equipped Techno gym
- Yoga class at sunrise on the rooftop during summer Summer to connect with the nature and city

### Events

- Le Studio, LED-walled ballroom and mezzanine, suitable for a wide range of projects, for up to 350 guests and 450 guests for live music events
- 5 modern and fun creative rooms for up to 26 people: La Station, L'Atelier, L'Officine, La Fabrique & Le Lab



Presentation

# Rooms & Suites

What makes the in-room experience so special?

- Design by Charles Zana
- Floor-to-ceiling windows providing natural daylight
- 27 rooms & suites have their own private balconies
- Minibar with local gourmet treats
- Premium Bang & Olufsen speakers
- Codage Paris in-room amenities
- Unique Kimpton perks



©Jérôme Galland



Presentation

# Kimpton Perks

- **Kimpton Morning Kick start** – complimentary in-room Premium coffee, tea and specialties every morning
- **Kimpton Social Hour** – served every day to mingle with other guests and create authentic bonds
- **Forgot it? We got it** – Whatever you may have forgotten, we'll sort it
- In-room **yoga mats**
- **Designer bicycles** to borrow at leisure
- **Pet friendly hotel** — bring your furry, feathery or scaly family member ; no matter their size, weight, or breed, all at no extra charge



© Thomas Déron

Presentation

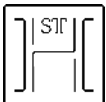
# Locally-loved restaurants & bars

## *Montecito Restaurant & Bar*

- Californian-inspired sophisticated contemporary brasserie with light filled patio and inner courtyard designed by Humbert & Poyet
- Open everyday for breakfast, lunch, dinner with a continuous service at the bar
- Californian iconic dishes revisited with French culinary techniques and locally sourced produces
- Large selection of vegan, gluten free meals, natural and biodynamic wines
- Experiential concept: pepper service, live DJ sets each Thursday, Friday and Saturday night, brunch with jukebox from 12PM to 10PM, more than 30 references of bourbon by the glass & discovery menu



©Jérôme Galland





Presentation

# Locally-loved restaurants & bars

## *Sequoia Rooftop Bar*

- Located at the 10<sup>th</sup> floor of the hotel, it offers unparalleled 360° views over Paris' most emblematic monuments such as the Eiffel Tower, the Opéra Garnier and the Sacré-Coeur



© Jérôme Galland



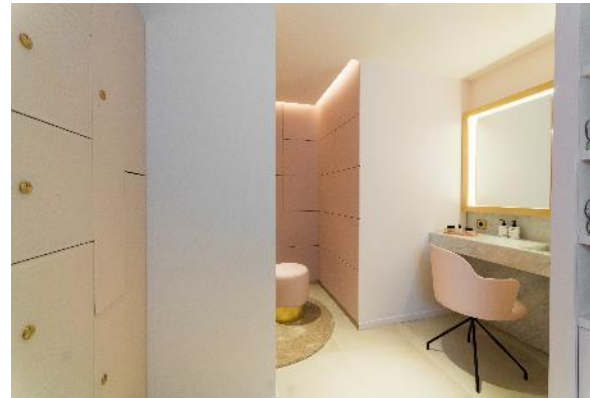
Presentation

# Spa Codage Paris

Arranged over 330 sq. m. and designed by Saguez Partners, the spa Codage Paris features:

- 2 treatment rooms
- A nature-led indoor pool with steam room & sauna
- A 24/7 fully equipped Technogym
- A laboratory to create tailor made treatments and serums

© Jérôme Galland



© Thomas Déron



© Thomas Déron



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# Meet & Share: drive heartfelt human connections

## *The Library*

- Located on the 1st floor, the Library is a mezzanine lounge opened to guests to hold small informal meetings, enjoy a book, work or gather during social hour everyday at 5pm or during privatized events.



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Presentation

# Meet & Share: drive heartfelt human connections

*Le Studio Ballroom*



*The creative rooms*



## **02. Conception**

### The rehabilitation of a heritage building



## Conception

# The Samaritaine de Luxe, a jewel of Parisian heritage

- In 1910, the Cognacq-Jay family entrusts the architect Frantz Jourdain the mission of building on the Boulevard des Capucines the luxury extension of the Samaritaine du Pont-Neuf which will also become the Cognacq-Jay museum. The facade of this building combines all the characteristics of Art Nouveau movement: floral motifs on the balconies and mosaics, luxurious marble and copper columns...
- Over the years, the Samaritaine de Luxe store turns into offices but still retains rich heritage features such as the historic façade, staircase and lifts of the former luxury department store which have been listed as historic monuments since 1981.



© Laurent Desmoulins



## Conception

# The challenges

- To implemented in Paris new codes of luxury hospitality => Chic and Cool
- To have the 1<sup>st</sup> Urban Resort in town
- A place we can meet for work and for fun
- Rehabilitate a heritage building and integrate it into the life of the neighbourhood
- Enhance and respect the value of the preserved historical elements through renovations



## Conception

# The actors

- Investor & Developer: AXA Investment Managers
- Developer/Delegated project manager: Vinci Immobilier
- Architect: B&B ARCHITECTES - Frédéric BOURSTIN
- Interior designers: Lobby, public areas, rooms & suites and rooftop – Charles Zana ;  
Restaurant & Bar – Humbert & Poyet ; Conference and spa – Saguez & Partners
- Operator: IHG under its lifestyle brand Kimpton® Hotels & Restaurants





# 03. Communication & Implementation



## Communication &amp; Implementation

# Implementation & facilities

<b>Usable surfaces</b>	Hotel <ul style="list-style-type: none"><li>• Rooms 4 500 sq. m.</li><li>• Meetings + Events 650 sq. m.</li><li>• Lobby and public areas 2 500 sq. m.</li><li>• Restricted areas for service 1 600 sq. m.</li><li>• Rooftop 190 sq. m.</li><li>• Restaurant &amp; Bar 270 sq. m.</li><li>• Cuisine and storage 530 sq. m.</li></ul>
<b>Total surface area</b>	12 000 sq. m.
<b>Number of parking slots</b>	47 including 3 dedicated to electric cars



# 04. Evaluation



Evaluation

# Why Kimpton St Honoré Paris deserves to win?

Bringing a heritage building back to life, Kimpton St Honoré Paris brings a refreshing perspective on the Parisian hotel market and responds to a growing need and search for casual luxury with its unique positioning of 5-star luxury lifestyle hotel.

