

BOAT LIFE

Inside track

Brach Paris fuses French flair with design brio – plus a few chickens, finds *Lucia Ferigutti*

With some of its grande dame hotels undergoing a facelift in recent years, and a crop of new boutique openings, Paris is full of exciting new addresses to check in to – and Philippe Starck has put his stamp on a few of them.

Super-hip French hospitality group Evok Hôtels Collection enlisted the designer to turn a former 1970s mail sorting centre in the 16th arrondissement into the 59-room Brach. With 7,000 square metres spread over eight floors to fill, Starck drew inspiration from 20th-century artistic movements including Bauhaus, Modernism, Dada and Surrealism.

Starck's artist daughter Ara – whose works already adorn Le Meurice and the Mondrian Park Avenue in New York – was enlisted to create the artwork for ceilings and the bespoke carpets in the lobby and downstairs restaurant. Multicultural influences are also present everywhere in the form of totems, masks, sculptures and colourful beaded chairs.

With an emphasis on warm tones and natural materials, the high-ceilinged rooms bear several signature Starck touches: white marble steps, mirrors everywhere and wood-paneled walls lined with prints, photographs, etchings and objets. You'll want to set aside some time to enjoy all the amenities in the room – from the selection of glossy coffee-table books and French novels to Brach's version of a mini-bar, which is in fact a small concept store. Offering everything from bottled cocktails to board games and trainer-cleaning kits, there is plenty to keep you occupied.

Don't leave without paying a visit to its Club de Sport in the basement, inspired by 1930s boxing clubs and equipped with a 22-metre swimming pool, or head to the rooftop garden to feed the hotel chickens. Très chic. brachparis.com

Clockwise from right: Brach's top floor lounge; a deluxe room; the hotel reception; stunning views from the hotel's rooftop garden



Land



THE ROOMS 59 (inc. seven suites)

THE RESTAURANT Mediterranean cuisine by head chef Adam Bentaha

THE ROOF An urban vegetable garden overlooking the Eiffel Tower, complete with its own hens

