



HOTELS



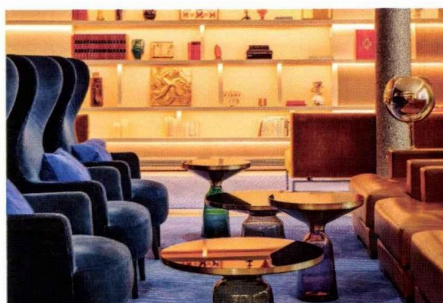
PHOTOS © ADRIEN OZOUF

HÔTEL DE SERS

The new face of Parisian style

Arguably the most aristocratic of Paris's five-star hotels, Hôtel de Sers — a jewel in the B Signature family group — has embraced modernity without sacrificing its soul. Ideally located in the heart of the Golden Triangle, just steps from the Champs-Élysées, it's a place to be fully experienced, by guests and Parisians alike. **By Florence Halimi**

In 1880, provincial aristocrat Henri-Léopold Charles, Marquis de Sers, acquired a pied-à-terre in Paris. His Haussmannian villa, a stone's throw from the Champs-Élysées, became a retreat in the City of Light before being transformed into a "traveler's hotel" in 1935. Now part of the B Signature group — led by Anne Jousse and her daughter Agathe — the five-star property has unveiled its new look. "It wasn't about reinventing everything, but continuing the story with sensitivity. Hôtel de Sers remains a vibrant, thoroughly Parisian home, in constant dialogue with both past and present," explain mother and daughter. For this transformation, they called upon interior architect Pascal Allaman. Here, where the spirit of French style still lingers, the magic remains: a graceful conversation between histori-



cal architecture, delicate Art Deco accents, and a curated mix of contemporary design icons. This refined blend extends throughout the building, beginning with its 45 boudoir-inspired guest rooms and seven suites — three



PHOTOS © ADRIEN OZOUF

Every detail of the hotel tells a story of nobility and heritage. A realm of rare sophistication, the grandeur of Haussmannian architecture harmoniously blends with contemporary design.

of which are Signature suites, each boasting grand terraces with sweeping views of the Parisian sky.

At the heart of the hotel lies a gallery of portraits – an homage to the lineage of its original owner – that stretches toward the cozy S Bar and the art-adorned restaurant overlooking a lush, hidden patio. Framed by a living wall and filled with greenery, the glass-roofed garden offers guests and in-the-know Parisians a tranquil spot to relax at any time of day, year-round.

Throughout the hotel's shared spaces, the atmosphere is softened by expansive rugs designed by G  raldine Prieur. The Biblioth  que lounge, evoking a cabinet of curiosities, offers an exquisite escape within the velvet embrace of oversized armchairs. Every detail here is designed to transport visitors away from the city's bustle – including a wellness area featuring a treatment room, sauna, and fitness studio. ■

■ **H  tel de Sers.**

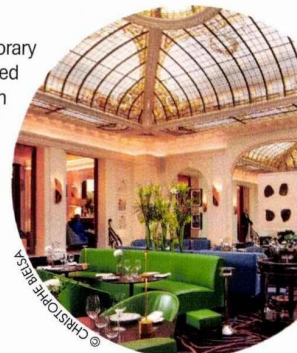
41, avenue Pierre Ier de Serbie, 8th.
Tel. 01 53 23 75 75. www.hoteldesers.com

H  TEL VERNET

The 5-star H  tel Vernet's rooms with their contemporary design – renovated by Fran  ois Champsaur – are housed in a superb building constructed in pure Haussmann style at the start of the 20th century. Successfully spanning different eras, the original elevator and stained glass harmonize with state-of-the-art technological innovations, contemporary furniture and selected items from great French brands. Above the Le V restaurant is the hotel's monumental glass roof, whose framework was designed by... Gustave Eiffel!

■ **H  tel Vernet.** 25, rue Vernet, 8th.

Tel. 01 44 31 98 00. www.hotelvernet.com



H  TEL EDOUARD 7

In a fine, late 19th-century building, the 4-star H  tel Edouard 7 (named for Edward VII of the U.K) presents two ambiances that play on subtlety and refinement of detail, and the theatricality of rich materials and colors. The 69 rooms and suites are in two categories: four Edouard 7 floors inspired by the jewelry world of the Place Vend  me, and three Couture floors. One of the hotel's strong points? All the rooms and suites have balconies – some with a view of the Op  ra Garnier.

■ **H  tel Edouard 7.**

39, avenue de l'Op  ra, 2nd. Tel. 01 42 61 56 90.

www.hoteledouard7-paris.com



H  TEL MONTALEMBERT

The 5-star H  tel Montalembert has cultivated a refined atmosphere colored in contemporary style by architect-decorator Pascal Allaman. His intention was for guests to have the feeling they were staying in the guest room of a Paris apartment. Mission accomplished! Another perk is the Montalembert Restaurant, where Chef Cyril Russo creates dishes that are both modern and deeply rooted in French tradition. Pascal Allaman has just restored all the splendor of this intimate setting, without altering its original charm.

■ **H  tel Montalembert Paris.**

3, rue Montalembert, 7th. Tel. 01 45 49 68 68.

www.hotel-montalembert.fr



H  TEL BEL AMI

Housed in the former printing works that produced the first copy of Guy de Maupassant's famous novel "Bel Ami" in 1885, the H  tel Bel Ami presents contemporary design in its 97 rooms and 5 apartments. Channeling a resolutely Parisian spirit, decorator Pascal Allaman devised a very graphic concept based on calligraphy and the former printing business. The added bonus? The option of hiring one of the five private apartments at the H  tel Bel Ami. The H  tel Bel Ami also has a bar, a caf  , a fitness gym and a spa.

■ **H  tel Bel Ami.** 7-11, rue Saint Beno  t, 6th.

Tel. 01 42 61 53 53. www.hotel-bel-ami.com

