

HÔTEL de CRILLON  
A ROSEWOOD HOTEL  
PARIS

## I – THE HISTORY OF A RESIDENCE, THE HISTORY OF FRANCE

### **Aristocratic**

The Hôtel de Crillon is one of the jewels of the Place de la Concorde, and their stories are intertwined. It was Louis XV who, in 1755, commissioned the architect Ange-Jacques Gabriel to design the Place Louis XV - which became Place de la Concorde - to showcase his equestrian statue. At the same time, the sovereign signed deeds authorising the sale of the surrounding land.

The Duc d'Aumont, who held the rank of Premier gentilhomme de la chambre du roi - First Gentleman of the King's Chamber - bought a plot of land at number 10 on the Place. He hired Louis François Trouard as architect and Pierre-Adrien Pâris as architect, designer, painter and collector. The latter designed the interior of the house in the very epitome of 18th century style, with woodwork, friezes and mirrors. The ceilings of the main reception rooms, now listed as Historic Monuments, date from this period.

In April 1788, the Count of Crillon became the owner of the property. Imprisoned and then released after the Revolution, Monsieur le Comte left Paris for his own safety from 1802 to 1811. Presaging its future glories, for a short period during those nine years, his residence became a hotel under the name of Courlande. Elevated to the rank of Duke and Peer of France, Crillon returned to his home. In 1895, the Polignac family, who had inherited the Hôtel de Crillon, commissioned architect Charles Lenormand to restore the Grand Salon, the dining room and the facade, which was listed in 1896.

### **A new destiny**

In 1904, the Société du Louvre bought the Hôtel de Crillon from the Duchess de Polignac's heirs to transform it into a prestigious hotel. The company sold a great deal of the furniture and decor, including the sublime boudoir designed by Pâris, which is now in the Met in New York. On March 12, 1909, the first guests arrived to enjoy the French art of living at the Hôtel de Crillon.



After the armistice in 1918, Hôtel de Crillon became part of history. It was here that in early 1919 the international delegations laid down the foundations of the League of Nations. During the Second World War, Hôtel de Crillon, initially the headquarters of the Allied forces, was requisitioned by the German military command.

### **A series of renovations**

In 1954, Hôtel de Crillon was acquired by the Taittinger family, owners of the famous Champagne House. The avant-garde collections of Pierre Cardin and the British designer Mary Quant were shown in the salons of Hôtel de Crillon. It also served as a meeting place for artists and personalities of the time: Peggy Guggenheim, Leonard Bernstein, the sculptor César, Sonia Rykiel and Cocteau - to name a few - were regulars at the Palace. In 1992, Andy Warhol, the king of pop art and a regular guest, honoured the Debutante Ball with his presence.

In 1982, Jean Taittinger, President of the Société du Louvre, asked his friend, the fashion designer Sonia Rykiel, to update the interior design. She put her mark on it with yellows and reds in an Art Deco style. The sculptor César designed a monumental bar sheathed in a mosaic of faceted mirror. The 18th century elements, other than the listed items, disappeared over the course of these renovations. Fifty years after its acquisition, the Taittinger family sold its shares in the Hôtel de Crillon to Starwood Capital Group, which five years later sold them to a member of the Saudi Arabian royal family.

### **The 21st Century**

On March 31<sup>st</sup>, Hôtel de Crillon closed its doors for the biggest restoration in its history. Four years of work.



## II – KEY FIGURES WORKING ON THE RESTORATION

### **Richard Martinet: project manager**

Richard Martinet, founder of the architecture and design agency Affine Design and a specialist in the restoration of high-profile buildings throughout the world, has enhanced the 18th century building, including the decor of the sumptuous historic reception rooms on the second floor, and that of the bar, all of which are listed as heritage monuments. He and his team were responsible for the restoration of both the exterior and interior structure, and drew up a very detailed inventory of all the listed elements and protected areas, in close collaboration with the Architectes des Bâtiments de France and the Commission du Vieux Paris, which is responsible for the city's heritage and urban planning policy. As the project's main architect, he explains that he “wrote part of the script before leaving the directing to others”.

### **Aline Asmar d'Amman: artistic director, creator of exceptional interiors**

Lebanese by birth, Parisian at heart, the architect was the artistic director of the renovation of Hôtel de Crillon and, with her agency “Culture in Architecture”, designed the interior architecture of the Signature Marie-Antoinette, Duc de Crillon and Jardin suites, as well as the decor of the prestigious Salons Historiques, which overlook the Place de la Concorde. Aline Asmar d'Amman created the project's key decorative themes, building bridges between the 18th and 21st centuries, with daring and modernity, while maintaining full respect for the building's heritage; and the designers Tristan Auer, Chahan Minassian and Cyril Vergniol created alongside her ensuring consistency and balance. Karl Lagerfeld, working closely as guest of honour with Aline Asmar d'Amman, designed the Signature Suites known as “Les Grands Appartements”, infusing them with his learning and love of the 18th century.

### **Karl Lagerfeld: a dream come true**

Fashion designer Karl Lagerfeld always dreamed of designing a hotel. At the request of Aline Asmar d'Amman, the designer agreed to oversee the design of Nobile 2, on the 4th floor, a series of suites looking onto the Place de la Concorde. He brought his expertise in luxury craftsmanship and his personal vision, and the “Grands Appartements” became an unprecedented testimony to his love for the 18th century and his perfect mastery of the French art of living. And, because Karl Lagerfeld likes to surprise, next to the Grands Appartements is Choupette, a delightful room named after his cat.



**Tristan Auer: eclectic chic**

“Restoring the nobility of this remarkable 18th century residence was a story built around sensuality and alchemy,” confides Tristan Auer. The designer applied his signature refined aestheticism to the reception area, designed without a front desk, the Conciergerie, the lobby, the brasserie, and the hairdressing salon which features alcoves, one lined with peacock feathers and black feathers, very much in the style of Madame de Pompadour. Tristan Auer also discovered and redesigned Hôtel de Crillon’s courtesy vehicles, including a 1973 DS Pallas, which is available to guests for trips around Paris with driver.

**Chahan Minassian: the aesthete's eye**

Heading up the renovation of most of the dining areas (he redesigned the Jardin d'Hiver, L'Ecrin and the bar Les Ambassadeurs), Chahan Minassian has played on the contrast of materials, semi-precious stones, sumptuous fabrics, and the subtle marriage of design and contemporary style, particularly in the bar Les Ambassadeurs, formerly the gourmet restaurant, which has now become a trendy, chic lounge. Chahan Interior Design, his studio, also designed the private tasting cellar and created a Spa with an exceptional swimming pool. He reinterpreted the Bernstein and Louis XV Signature Suites, and then, where there were formerly offices under the eaves, created three suites offering a fabulous clear view over the city and which, when booked exclusively, provide a perfectly Parisian apartment.

**Cyril Vergniol: detail in focus**

The architect/interior designer renovated all the rooms and suites other than the ten Signature Suites, taking an art connoisseur approach, enhancing the decor with an eclectic selection of objects, photos and paintings, “a sort of studio with a lovely organised chaos” as he put it.

**In the grand tradition of patronage of the arts**

Hôtel de Crillon is maintaining the heritage of the aristocrats and merchants who have always been patrons of the arts. More than five hundred original items have been carefully preserved and used in the decor in their original state or with a new twist. Curator Fru Tholstrup, formerly director of Sotheby’s flagship London Art Gallery, S|2, and Jane Neal, fellow curator and a friend, worked closely with the interior designers, adding contemporary works to the collection, with a focus on emerging artists represented by major galleries. The whole collection of more than a thousand works of art, arranged in each room just like in a private residence, creates a natural artistic journey in perfect harmony with the architecture and decor.



### **Louis Benech: dreaming of a garden...**

Louis Benech, whose discretion belies his star landscaper status, took up the challenge of planting for this unique residence, which has courtyards instead of gardens. “The Cour d'Honneur is an outside space, albeit formal and mineral, it still has to look the part”. Orange crate boxes planted with Camellia are very welcome... and the walls are covered with star jasmine, an evergreen climber with fragrant flowers. The Cour Gabriel, more Parisian, is centred on the lightwell and fountain-like water jets which illuminate the swimming pool. The look is completed by exuberant, fresh and abundant greenery, almost tropical, which for a moment makes you travel away from Paris...

### **Hugo Matha: away with uniform, and away with uniformity**

Hugo Matha, a young designer, was asked to design the staff's outfits, and he led with a casually chic note: no ties, instead, silk scarves with the colour indicating the staff member's role. A really fashionable wardrobe, but with a focus on the primary function: practicality. His couture approach has made Hôtel de Crillon an ambassador for French fashion.

### **Djorde Varda - flowers as works of art**

This gifted and sensitive artist, who lives most of the year in Saint-Barthélemy, works with his team to make the Palace blossom and bloom. “Highlighting French floral art and creating a link with the courtyards that Louis Benech has landscaped is a constant pleasure. I have developed a collection of vases and a unique rose called Hôtel de Crillon. I have obtained exclusive access to rare orchids with particular colours, to denote a genuinely 5-star environment”



### III – L’HÔTEL DE CRILLON, A ROSEWOOD HOTEL

#### **A management style in tune with the times**

The Rosewood Hotels & Resorts® group has been chosen by the owners of Hôtel de Crillon to run the Palace. Sonia Cheng, CEO of the Group, sums up her philosophy with passion and humility: “For me, Hôtel de Crillon is Paris. A showcase, a living testament to its architecture and knowledge. It represents the best of its craft, its art of living, its gastronomy, and its 'terroir'. It is a distillation of history right back to the 18th century. Owned by aristocratic families for generations, the Palace reflects our philosophy “A Sense of place®”. When you walk into Hôtel de Crillon, you are walking into the Palace's history and the history of France. The Rosewood Hotels & Resorts® group, with its collection and its teams, has all the elements to provide customer satisfaction for what I call the influential explorers, trend setters. We need to know their tastes and preferences, which are constantly changing, in order to stay in tune with this community and offer them a range of locations that meet their requirements”. Today, the Rosewood Hotels & Resorts® group, which is expanding significantly in Europe, is a pioneer in this approach and chooses its projects and destinations to reinforce this positioning. It is appreciated for its discreet luxury, the quality of its service, the way all of its hotels are entirely part of their environment, just as Hôtel de Crillon is.

#### **Customised rooms and suites**

Three designers with very distinct styles, Aline Asmar d'Amman, Chahan Minassian, Cyril Vergniol and the great couturier Karl Lagerfeld, have totally rethought the guest rooms, setting these areas apart with their originality, diversity, and the quality of the furniture and textiles.

To better respond to guest requirements, the number of keys has been reduced to create more suites. Hôtel de Crillon now offers 78 rooms and 46 suites including 10 signature suites. The most prestigious are the two suites forming Les Grands Appartements, designed by Karl Lagerfeld, on the fourth floor, with a view of the Place de la Concorde, custom-designed furniture and a marble bathroom - the most elegant and spectacular in Paris - and the amusing Choupette room with a floor design reminiscent of scratch marks from the Birman cat which the designer was passionate about.

In a completely different but equally remarkable style, the three suites under the eaves known as the Ateliers d'Artistes - The Writer, The Poet and The Painter studios - designed by Chahan Minassian, transport us to intellectual and bohemian Paris.



Whether they look over the Place de la Concorde or the inner courtyards, all suites and rooms have butler service. In the bathrooms, the complimentary products from l'Officine Universelle Buly, a Parisian perfumery, convey the refined note and rare scents that Ramdane Touhami and Victoire de Taillac have reinvented, inspired by the secrets of Vincent Bully's apothecary. It had its moment of glory in 1787, a year before the Duc de Crillon took possession of his private residence. Committed to an eco-responsible approach, with the aim of eliminating all single-use plastics, Hôtel de Crillon and Buly are completely reviewing the packaging of these items.

### **Listed rooms for unique events**

The series of rooms, Salon Marie-Antoinette, Salon des Batailles and Salon des Aigles, which look onto the Place de la Concorde, are listed as historical monuments and have retained their original character. Aline Asmar d'Amman has rethought them respecting this: the three reception rooms offer one of the most beautiful reception spaces in Paris. Modular and communicating, they are equally suitable for an intimate dinner or large private or professional events.

### **Palace épicurien, hédoniste et... décalé.**

Loin des Cinq étoiles figés dans leur gloire passée, l'Hôtel de Crillon correspond parfaitement à la philosophie de Rosewood : « A Sense of Place », « l'âme du lieu », ancré dans sa ville, Paris, ancré dans son époque, le XXI<sup>e</sup> siècle.

### **An epicurean, hedonistic and... unexpected palace.**

A far cry from the five-star hotels frozen in their past glory, Hôtel de Crillon is perfectly in line with Rosewood's philosophy: "A Sense of Place", with firm roots in its city, Paris, and anchored in its time, the 21st century.

The bar Les Ambassadeurs: a classic name, and painted ceiling on the listed heritage register. It features a trendy, offbeat, musical atmosphere, with a live trio, Les Ambassadrices, playing on some evenings, and an original cocktail menu representing both very symbolic places in Paris that are little known or even secret, and the talents and inventiveness of the bartenders. A location that was awarded the prize for the best hotel bar in Europe in 2018.

Adjacent to it is the Jardin d'Hiver, a hub open to all the public spaces and the Cour d'Honneur. With its soft velvets, discreet lights, and intimacy, it is lively from breakfast to dinner, in between offering snacks or aperitifs, with a savoury and sweet menu to satisfy every liking, and a mood that changes depending on the time and the guests.



Secret, elegant, confidential, tucked away down a flight of stairs, L'Ecrin, the Palace's Michelin starred gastronomic restaurant, creates daring, innovative and original concepts, centred around the crucial relationship between the chef, the sommelier and the restaurant manager.

There is also La Cave for tastings and tailor-made dinners, and of course, a classic room service list. This succession of reception rooms with a great variety of designer decor was created by Chahan Minassian.

And, for the past few months, depending on the season and the sun, pop-up terraces, from the ground floor, under the arcades, to right up in the sky, enable you to enjoy cocktails and chic finger food with Paris as a backdrop.

### **Sense, a Rosewood Spa: for him and her**

The thousand- and one-nights style atmosphere of Sense, A Rosewood Spa created by Chahan Minassian features marble in shades of nude, Venetian plaster, stone-encrusted stucco, ceramics, and offers a menu of therapies and beauty treatments, combining the therapists' skills with the expertise of prestigious French brands such as Sisley, Maison Caulières and EviDenS de Beauté. Personalised is the key word at Sense Spa. It combines ancestral recipes and current state-of-the-art techniques to offer the very best. At the heart of this wellness area: a hammam, a sauna and a revitalising and detoxifying salt wall, which sit alongside the long boudoir pool lined with 17,600 glimmering golden scales, lit by a long glass roof and with walls boasting a fresco by Peter Lane.

The fitness studio, with overstitched suede pillars and mirrors opening out the space, holds the best equipment, and personal trainers build tailor-made programmes for both beginners and those more experienced in sports.

### **Signé David Lucas, the hairdressing salon**

Located within the Spa, in peaceful salon designed by Tristan Auer, David Lucas, a renowned hairdresser adored by his clients, wields his skilful scissors with dexterity for personalised cuts and his “brushes” for meticulous colours and highlights with an ultra-natural finish. His team is trained to the same high standards. The quality of the welcome and the ability to listen are part of the DNA of the establishment, as are the key words: skill and elegance... They also offer shavings and haircuts for men, with the very same professionalism.



## **Memories, memories**

Because Hôtel de Crillon is absolutely memorable, and because it likes to spoil both young and elderly, La Boutique du Palace, overlooking the street Boissy d'Anglas alongside the American Embassy, offers an unrivalled selection of beautiful French fashion, design, watches, jewellery and gifts for the little ones.



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### About Hôtel de Crillon, a Rosewood Hotel

Fronted by the majestic architecture of Ange-Jacques Gabriel, Hôtel de Crillon, A Rosewood Hotel overlooks the spectacular Place de la Concorde, one of the most beautiful city squares in the world. Built at Louis XV's request, the hotel became the residence of the illustrious Count de Crillon and his family for many years and was transformed into a hotel in 1909 under the guidance of architect Walter-André Destailleur. Since then, its guest list has featured celebrities, politicians, artists, princes and queens, all attracted to the hotel's unique and perennial reputation for excellence. Hôtel de Crillon has long since secured its iconic status as a one-of-a-kind property, a living testament to the very best way of life France has to offer. Following a four-year transformation, the hotel reopened in 2017 and now boasts 124 guestrooms and suites, four restaurants, Sense, A Rosewood Spa, a newly created swimming pool, three heritage landmark salons for meetings and functions, and more.

For more information: [rosewoodhotels.com/crillon](http://rosewoodhotels.com/crillon)

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### About Rosewood Hotels & Resorts

Rosewood Hotels & Resorts manages a global collection of 33 one-of-a-kind luxury hotels, resorts, and residences in 21 countries. Each Rosewood property embraces the brand's A Sense of Place® philosophy to reflect the individual location's history, culture, and sensibilities. The Rosewood collection includes some of the world's most legendary hotels and resorts, including The Carlyle, A Rosewood Hotel in New York, Rosewood Mansion on Turtle Creek in Dallas, and Hôtel de Crillon, A Rosewood Hotel in Paris, as well as new classics such as Rosewood Hong Kong and Rosewood São Paulo. For those who wish to stay a little longer, Rosewood Residences offer a distinct opportunity for the ownership or rental of properties co-located with a Rosewood hotel or resort and of standalone for-sale residences. Rosewood Residences are defined by the brand's commitment to Enriched Living through thoughtful details and experiences that enhance the quality of life while evoking a sense of discovery and inspiration.

For more information, please visit [rosewoodhotels.com](http://rosewoodhotels.com)

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### 瑰丽酒店简介

瑰丽酒店于19个国家管理共32间风格独一无二的酒店。旗下酒店均秉承A Sense of Place®的品牌理念，在设计、服务与设施等各方面充分展现酒店当地的历史、建筑、文化等独特风情。瑰丽品牌拥有一些全球极富传奇色彩的酒店和度假酒店，包括纽约The Carlyle瑰丽酒店、达拉斯Rosewood Mansion on Turtle Creek瑰丽酒店、巴黎Hôtel de Crillon瑰丽酒店，以及展现新经典的香港瑰丽酒店和圣保罗瑰丽酒店。长住宾客则可选择购入或租赁瑰丽府邸；包括和瑰丽酒店与度假村共享优址的府邸项目，以及独立府邸项目。瑰丽府邸践行“家外之家”的品牌承诺，以全面周到的细节、高品质的生活体验，启迪生活灵感。

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