



DOSSIER
de PRESSE

Paris, November 2009, Hotel Edouard 7 causes a stir

In the heart of the French capital, on one of the most prestigious and historical street, an emblematic hotel of the right bank in Paris rises again to become a couture hotel. The intimate feel mixed with the elegance of a French fashion house is clearly what defines this hotel, truly Parisian in style while at the same time fully in tune with its outstanding cultural and sumptuous surroundings. As soon as you set foot in the hotel, you will be astonished by the transformation that has taken place and will be immediately seduced and amazed by the incredible staging it now offers.

Edouard 7 hotel, built in 1877, has the charismatic personality of his royal mentor at the heart of its transformation and renaissance. Audacity, seduction, personality - the new design of the hotel is totally at the image of the Prince of Wales. In his time this man was a model of elegance, an inspired seducer who gave to the male gender an up most precious gift: a unique style, elaborate and exquisite which immediately found favour in the cultured and beautiful women's eyes, such as Sarah, Melba, Alexandra, Alice or Lily who all played a major role in the life of this genuine Epicurean.

Marine Bessé, hat maker and designer completes today the transformation of the Edouard 7 hotel, owned by Bessé Signature Group, by using the language of every fabric to seduce you. Vibrant colours, sumptuous fabrics, velvet, tartan and brocade, with floral patterns or stripes give each Suite an original and unique haute couture feel. The new décor is far from a pale imitation of what it looked like at the time but is a full reinterpretation of the place, all codes being brilliantly and

masterly revisited to a more contemporary and very seductive taste.

The rooms and Suites are literally dressed. Like a muse or an actress ready to appear, each room put a new outfit, special and unique, all pieces of furniture becoming fashion accessories to perfect the impression.

Personality, Seduction, Mode and Theatricality - the makeover of **Edouard 7** Hotel is full of sumptuous elegance and sheer boldness which complement perfectly some of the already renovated floors of the hotel, more classical in style, and which have already seduced numerous travellers, business women and men, fashion people and true lovers of Paris.

The **Bar E7** and the **Cuisine de l'E7** complement together the transformation of the hotel and set up a gastronomic momentum that will quickly make the hotel one of the most dazzling and trendiest place in Paris as well as enlivening the prestigious Avenue de l'Opéra.





Who is Edouard VII?

Albert Edward Saxe-Cobourg-Gotha, son of Prince Consort Albert Saxe-Cobourg-Gotha and Queen Victoria, born the 9th of November 1841 at Buckingham Palace, has been nicknamed "Bertie" until his death on the 6th May 1910. When Victoria died on 22nd January 1901, Albert Edward chose to perpetrate tradition to rule by the name of Edward VII. Before his accession to the throne, Edward, Prince of Wales, was the second longest heir to the throne in history of the British monarchy after his great-great-grand-son, Prince Charles, the current Prince of Wales.

A true admirer of Paris, Edward VII, then Prince of Wales, chose Hotel Edouard 7 in Paris as his principal residence to explore the city, enjoying the views, from his balconies, of the Opéra Garnier and where he loved to meet famous people of the time or simply meet with his close friends living in the area.

Educated and elegant, fascinated by fashion, we owe to him the well know Prince of Wales suit which was created in Paris at his own personal request. Paris was always ready to content him with its wealth of cultural and artistic events as well as by the trepidations its night life could offer.

His fascination for opera singers and actress was unlimited. Among his numerous conquests can be counted the most famous and distinguished names, Sarah Bernhardt, actress, **Melba** Helen Mitchell, the greatest Australian opera singer or **Alice** Keppel, a courtesan and his latest mistress whom his own wife **Alexandra** invited at his bedside when he was dying. Alice Frederica Keppel is the great maternal grand mother of Camilla Parker-Bowles, Duchess of Cornwall.

The hotel Edouard 7, built in 1877 in true Haussmannian style, all through the last centuries, honours his host like the French authorities did when after his death they decided to erect as a token of their esteem an equestrian statue of the Prince of Wales, so closed to the hotel on the Place Edouard VII (Paul Landowski, sculptor won the competition) and also facing the soon to be built new, Edouard VII theatre.

In its historical context, this homage by the French authorities was a genuine gesture to one of the most ardent actor of the Entente Cordiale, agreement that will see France and England to remain friendly nations when at the same time unofficially paying tribute to the most Francophile British royal of all, a man who loved the opera district and for ever popular with all Parisians.

This distinguished man of perfect taste and manners would be delighted to come back today and appreciate the wonderful homage that Marina Bessé has uniquely created for him...

Edouard 7, a universe totally revisited

The total renovation of hotel Edouard 7 is based on a unique concept in accommodation service around a series of Couture themes where every space is thought as a figure or silhouette to dress and based on a careful and meticulous study of Edouard VII character, his life, his story, travels and love affairs. The sheer energy of the place comes from the synergy and encounter between Edouard VII and a woman, Marina Bessé, hat maker and designer.

Four key elements have transformed Edouard 7, each one being inspired by Edouard VII's own personality:

AUDACITY:

it is a combination of two different eras, still the hotel has kept its own identity.

SEDUCTION:

for the refinement and subtlety given to each room, Bedroom or Suite, everything is exquisitely detailed.

PERSONALITY:

each Bedroom or Suite having their own individual and distinctive character through a different colour scheme.

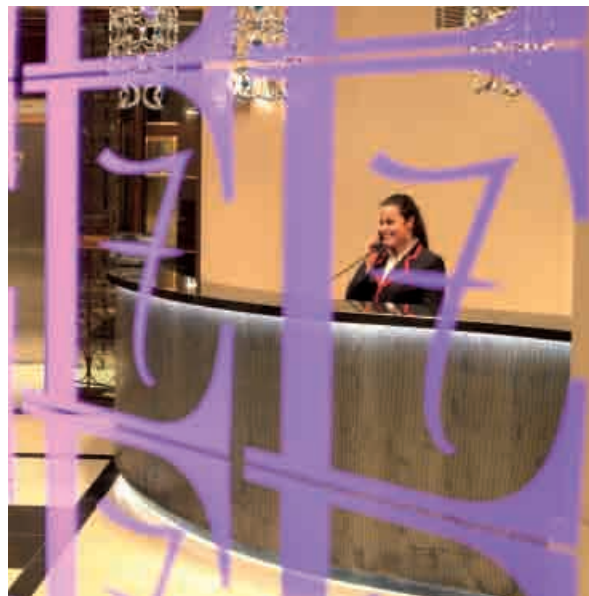
THEATRICALITY:

with rich materials and purple colours.

The fusion of these four concepts is elegance, pure, powerful and with incredible warmth.

You immerse yourself into Edouard VII's universe the second you are in the hotel; the ground floor being the man, the rounded reception desk like a top hat he used to wear, the walls his coat and the bar his belt... Here you are at the heart of a story recounted further most through all the hotel different floors and spaces.

Red, black and lilac are the predominant colours, a true journey between past and present. Banquettes, low tables in the entrance hall, and next to it, the bar and a drawing room were all specifically designed and structured to be an integrated part of the room. Armchairs come from Duomo, the wall to wall carpet Prince of Wales, an exclusive creation of Marina Bessé was realised par Maison Ege. The last touch, cushions and pillows of all colours and signed by Lelièvre & Dedar light up place, still give it a soft, warm and intimate atmosphere.



More of the story....

On offer, 27 rooms over three «Couture» floors:

7 rooms Rive droite (21 m²), 4 Supérieures (25 m²), 9 Deluxe (30 m²), 2 Junior Suite (35 m²) and 5 Suites, Sarah, Melba, Lily, Alexandra and Alice (50 m²) in homage to these women who counted most in Edouard VII life. Breathtaking - the view from the Suite Sarah on the Opéra Garnier.

Each room must be read like an opera or a concert performance with its own variation of forms and colours as well as furniture, inspired by Art Déco; geometrical shapes, curvy lines or elegant details can be found in armchairs, headboards, abajours, the bathroom basins or mirrors. Every piece of furniture is conceived as a gem to accessorise a dress.

At Edouard 7 you can experience true romance under the roofs of Paris in one to seven rooms of the top level with your own terrace and view on the Opéra Garnier, the Sacré Coeur or the Louvre particularly from rooms 703 and 710. So much charm, intimacy and warmth like one of Marina Bessé own hat creation!

Like for a fashion collection, ambiances are given by the chosen colours. Five unique atmospheres are offered and each ambiance with a careful harmony between the bedroom and the bathroom.

Ambiance “Black & Gold” with its bathroom in darker tones

Ambiance “Deep Blue and Taupe” in harmony

with the bathroom Taupe and golden tones
Ambiance “Red & Black” with soft touches of red and black in the bathroom.

Ambiance “Epice” and its chocolate bathroom
Ambiance “Green and Black” sublimed by a bathroom decorated with taupe and gold.

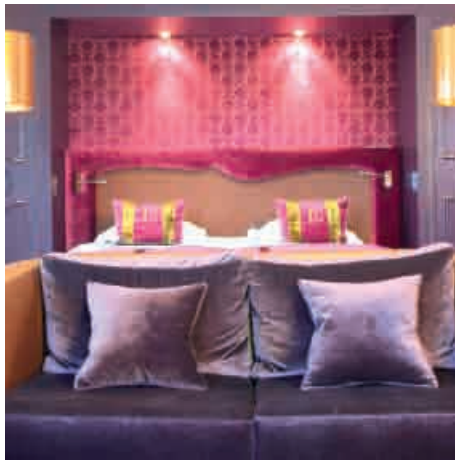
Materials and fabrics used are velvet, silk, leather signed by Lelièvre, Pierre Frey, the Royal Collection Designer Guild, Osborn or Carlucci. Elegant floral themes so cherished in the 19th century and the carpet Prince of Wales found in all corridors give to the hotel, like in a theatre, its air of intimacy and secrecy!

Four floors «Edouard VII» propose 41 rooms:

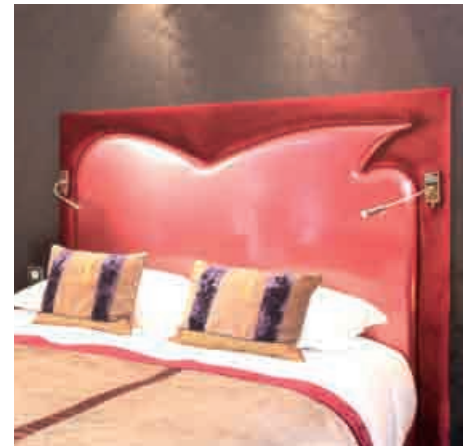
12 bedrooms Rive Droite (21 m²), 10 Supérieure (25 m²), 14 Deluxe (30 m²), 2 Junior Suite (35 m²) and 3 Suites (50 m²).

Fully renovated four years ago by French architect Foucault the suites more classical in style portray the Parisian Belle Epoque. Pleasant, spacious, luminous, comfortable they all combine yesterday elegance with today's modernity. Parquet floor and fabrics from the greatest French label give an intimate feeling enhanced by a canopy covering each bed. Beige, brown and orange tones create a warm and relaxing atmosphere.

Suite 406 in particular, in the corner of the hotel, will certainly ravish you - opening on the Avenue de l'Opéra, like a true chic Parisian apartment with its beautiful bathroom, a tub and its separate shower.

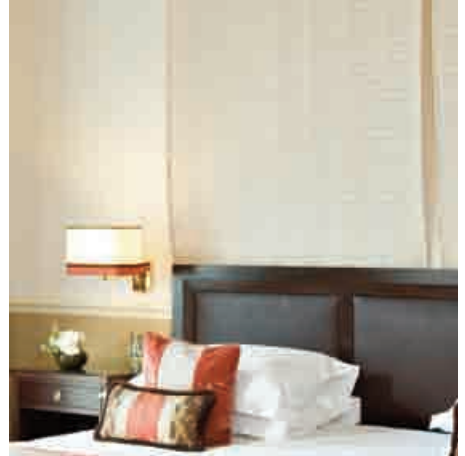


COLLECTION COUTURE





COLLECTION EDOUARD VII





SUITE ALEXANDRA

The **Bar L'E7** headed by cocktail diva Sandrine Houdré-Grégoire, former bar manager at Murano in Paris. As a little girl Sandrine dreamed of being a star to help others; today with her innovative cocktails, she knows how to modernize the art form of cocktail making. She sees **E7** hotel as a bold challenge, to make the bar the place in trendy Paris. Some of her drinks bear the names of the most cherished women in Edouard VII life and Sandrine is also renowned for her famous alcohol free fruits and vegetables cocktails. Elegance, warmth and refinement make of the **E7** a pure moment of bliss.

The **Cuisine de l'E7**, is directed by Gilles Belot and his associate Charlie Marciano, two well know names in the culinary world and Parisian life.

After working for top restaurants, Prunier, Lucas Carton and La Grande Cascade as a head waiter, maitre D at Chez Joseph's or head bartender at Lasserre, Gilles Belot opened its first restaurant in 1976 at the Place du Marché St. Honoré in Paris, to be known today as Le Café Bennett. In 1987, he opened together with his friend Charly Marciano, director of the famous Parisian Le Milliardaire cabaret, Les Comédiens' restaurant with its distinctive open kitchen onto the guests' room.

At the **Edouard 7**, Gilles Belot offers a cuisine which is playful as well as inventive, full of emotions, to accompany your cocktails, simply

have a bit or to compose a full supper. Traditional products, fish and vegetable will take center stage with a collection of organic menus to suit everyone.

A gourmet hotel totally couture, creative and audacious, is what is now E7 Hotel, in one of the most prestigious avenue of Paris between the Opéra Garnier and the Comédie Française, two step away from Parisian luxury boutiques and designers of the rue Faubourg Saint Honoré.

To satisfy all, **Edouard 7** Hotel also offers a fitness space recently fully renovated as well as reception rooms entirely equipped and available for private hire.





THE WOMEN OF EDOUARD 7

Marina Bessé

Originally trained as a lawyer, but passionate about fashion, Marina Bessé entered the fashion world in 2004 and set her heart on an unexpected clothing accessory, the hat.

Convinced that there is a real need for hat in every day life and that no one really used it to its full potential, she launched her own label aimed at modern, playful and confident women. Today Marina Bessé owned her Parisian boutique in Paris left bank quarter in St Germain des Prés, in the premises of the Hotel Bel-Ami, member of Bessé Signature Group as well as an online boutique on www.organdino.com. She rose to the challenge at once when asked by her sister in law, Anne Jousse to help her to renovate Edouard 7 Hotel.

With a strong concept in mind, this artist newly acquainted with interior design was immediately fascinated by the story of Edouard VII. Studying his life, she went under the skin of the man as she put it to portray in the hotel the key moments of his life, his time that she translated into the design by vibrant colours and luxurious materials to achieve elegance, audace and generosity.

Anne Jousse

President of the hotel Bessé Signature group and member of the Bessé family, Anne Jousse was for twenty years at the same time insurance broker for top French industrial companies and judge in the French Tribunal de Commerce, being one of its youngest member, before joining in 2003 the hospitality business.

From Du Domaine de la Bretesche (www.bretesche.com), owned by her father who fell

in love with the place at first sight; now part of the Relais & Châteaux she transformed it into a place oozing with charm and luxury, with its spa, a distinguished restaurant, magnificent private living rooms and one of the most beautiful golf course in the West of France.

In 2003, she convinced her family to purchase the now emblematic Hotel Bel-Ami (www.hotel-bel-ami.com), when seduced by its ideal location in heart of St Germain des Prés. This time for hotel Edouard 7, perfectly located, she transformed it with Marina Bessé into a place where History meets the riches and wealth of the Hausmanian period, still fully adapted to contemporary living.

This collection of hotels constitutes now the core establishments of Bessé Signature Group. Anne Jousse intends to develop them fully in harmony with the individual and distinctive character of each place as well as like being in a very close family because for her this is the only and best guarantee that can be given to her guests for a top class quality service hotel.

Laurence Guinebretière

Laureate of the best house keeper of France at the age of 25 at the Hermitage à La Baule hotel, Laurence Guinebretière gained her experience before in the Intercontinental hotels in Geneva and London, followed by some time in Hotel Bristol before moving abroad to the Seychelles at the Plantation Club as well as the hotel Forte Grand in Abu Dhabi. Once back in France, she took part in the opening of the hotel Lodge Park in Megève and the Villa Marie in Saint Tropez.

Dynamic, elegant, with an appetite for fashion, Laurence Guinebretière, today director of Edouard 7 Hotel, committed herself to the establishment alongside her accomplice, Anne Jousse sharing together the same principles and philosophy that put each individual guest needs and expectations as the centre stage of what a hotel must serve.



ROOM 504

Hôtel Edouard 7

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Paris 2^{ème}

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www.edouard7hotel.com

Price lists

Chambre Rive Droite	175€*
Chambre Supérieure	215€*
Chambre Deluxe	295€*
Chambre Junior Suite	415€*
Chambre Suite	925€*

* rates from

70 rooms in total as follows:

3 “Couture” floors

- 7 “Rive Droite” – 21m2, Queen size bed, shower or bath, balcony
- 4 “Supérieure” – 25m2, King size bed or two separate beds, bath, balcony
- 9 “Deluxe” – 30 m2, King size bed or two separate beds, bath and shower, separate toilet, balcony
- 2 “Junior Suite”- 35m2, King size bed and sofa, large bathroom with two basins, separate toilet, bath and shower and balcony
- 3 “Suite”: Lily, Alexandra and Alice – 50m2, bedroom and separate reception room, balcony, separated toilet, separated bathroom and shower room, large office room
- 2 “Suite Opera”: Sarah and Melba – 50m2, with view on the Opéra Garnier, balcony, separate toilet and bath

4 “Edouard VII” floors

- 14 “Rive droite” – 21m2, Queen size bed, shower or bath
- 10 “Supérieure” – 25m2, King size bed or two separate beds, bath
- 14 “Deluxe” – 30m2, King size bed or two separate beds, separate toilet, bath and shower
- 2 “Junior Suite”- 35m2, King size bed and sofa, large bath room with two basins, separate toilet, shower and bath, balcony
- 3 “Suite”, Daisy, Hortense and Victoria – 50 m2, bedroom and separate reception room, balcony, separate toilet, separate bathroom and shower room, balcony with view on the Opéra Garnier

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BESSÉ
SIGNATURE

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