24 June 2014

**THE PENINSULA PARIS – A CELEBRATION OF ALL THINGS FRENCH**

Glamour, style and French *art de vivre* come together with the opening of The Peninsula Paris on 1 August 2014 - the culmination of a four-year labour of love and a celebration of Gallic *savoir faire*, with the focus on French craftsmanship, culinary know-how and artisanal heritage.

The site of The Peninsula Paris is a former hotel which opened in 1908 at the height of the Belle Epoque, and quickly became one of France’s most celebrated *“grands hotels”* and Paris’ most glamorous and stylish addresses, welcoming Parisians and visitors from near and far. The Peninsula takes up this challenge once more, celebrating the very best of old and new, and bringing French *art de vivre* and *savoir faire* to new levels.

* Some of France’s top master craftsmen were commissioned to restore the building to her former glory. Family companies dating back several generations, and more accustomed to working at the Louvre, Versailles and other French monuments and chateaux, researched, restored and replaced plaster mouldings (S.O.E. Stuc & Staff), woodwork (Ateliers Fancelli), gold leafing (Gohard), paintings (Cinzia Pasquali) and more.
* Aiming to keep the authenticity of the building, the limestone of the façade came from quarries in St Leu-la-Foret, Chauvigny and Comblanchien - the same quarries utilised during the construction of the original building in 1906-08.
* The roof was completely reconstructed by hand, using traditional French materials and techniques – oak beams, Angers-Trélazé slates and zinc flashings – in order to keep the authentic spirit of the building.
* The hotel was re-roofed with slate tiles from Les Ardoisières d’Angers-Trélazé – again the same quarry as in 1906. The quarry was designated for historical renovation only, and is now closed as the slate veins are exhausted - The Peninsula Paris is one of the very last buildings to use slate from this quarry.

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* Interior design elements also celebrate French artisanship, with fabrics, trimmings, metalwork, stained glass and more designed and created by some of France’s top heritage companies, including Passementiers Declercq, Prelle fabrics, Ateliers Duchemin glassworks and decorative metalwork by Garnier.
* Furniture in the rooms and suites has been exclusively created for The Peninsula Paris by some of France’s top designers, including chairs and ottomans by Rosello and sofas and bed frames by Laval.
* The hotel’s art collection has a particular emphasis on French artists, including the mixed media works of Patricia Erbelding in every guestroom, bronze and aluminum sculptures by Parisian Natalie Decoster in the Katara, Historic and terrace suites, Michel Alexis’ oil and gesso painting in the Kleber Gallery and Deçan’s twin oil paintings in the Historical Suite.
* French heritage company Baccarat is also represented at The Peninsula Paris, with a chandelier above the grand staircase, sparkling crystal wall sconces and lamps in the guest elevator lobby areas and Philippe Starck-designed candlesticks gracing the tables at L’Oiseau Blanc.
* Founded in 1830, Christofle expresses French spirit and lifestyle. The Christofle archives show orders for large silver trays and serving platters from the original hotel in 1908, while today Christofle crystal glassware at Le Bar Kléber, and Champagne buckets and other table top items in L’Oiseau Blanc continue the tradition. Meanwhile the early 20th century-design “Albi” tea set, together with a miniature version for hot chocolate for children, takes pride of place in The Peninsula Suite and The Katara Suite.
* Meanwhile continuing its long-standing relationship with Peninsula, Bernardaud created the chinaware for the L’Oiseau Blanc, with a bespoke design featuring the plane, designed by Catherine Bergen, who also created the chinaware for Gaddi’s at The Peninsula Hong Kong in 1994.

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* The entry signage for Chinese restaurant LiLi is a world-first – a portrait on nylon webbing and net fabric, woven through with optical fibre to produce a glowing, flowing effect never seen before. The striking piece is the combined vision of architect Vincent

Pelligri of Paris-based RMA, fabric and trimming expert Jérome Declercq of Passementiers Declercq and interior designer Henry Leung of Hong Kong-based Chhada Siembieda Leung Ltd who together entrusted the manifestation of their vision to industrial designer Clémentine Chambon and fashion designer Françoise Mamert, partners of Design Percept, founded in 2004.

* Celebrated cheese *affineurs* Les Frères Marchands - one of France’s oldest specialist cheesemongers dating from 1860, and with brothers Philippe, Patrice and Eric at the helm today as the sixth generation – have created a bespoke cheese for The Peninsula Paris. Inspired by the Peninsula rose, the exclusive cheese brings together the fresh taste of goat’s cheese and the subtle aroma of the Peninsula rose.
* Champagne is perhaps one of the most magnificent and celebrated elements of French heritage. Deutz has been The Peninsula Hotels’ bespoke private-label Champagne for over 25 years, and the tradition continues at The Peninsula Paris.
* The Peninsula Paris’ staff uniforms are designed by Caroline Deleens - born in Paris and trained at ESMOD, Deleens also created the uniforms for The Peninsula hotels in Hong Kong and Shanghai. Currently based in Beijing, her fashion brand Mushi blends Asian simplicity and avant-garde Western design, and her creations are favoured by both Chinese and western celebrities alike.
* The Peninsula Spa will offer treatments and products by Biologique Recherche, the French skincare brand created 35 years ago with a reputation for astounding effectiveness based on a clinical approach to beauty care using intentionally pure, concentrated, raw ingredients, as well as innovative and meticulous protocols and procedures. Biologique Recherche is also featured at The Peninsula Spas in New York, Shanghai, Beijing and Bangkok.

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**About Katara Hospitality**

Katara Hospitality is a global hotel owner, developer and operator, based in Qatar. With over 40 years’ experience in the industry, Katara Hospitality actively pursues its strategic expansion plans by investing in peerless hotels in Qatar while growing its collection of iconic properties in key international markets. Katara Hospitality has set a target of owning and / or managing 30 hotels by 2016 and 30 more over the following decade. Aiming to become one of the leading hospitality organisations in the world, the company is supporting Qatar’s long term economic vision.

Katara Hospitality currently owns properties spread across three continents, in Qatar, Singapore, The Maldives, Switzerland, France, Italy, Egypt, Morocco, The Gambia and the Union of Comoros. While partnering with some of the finest hotel operators, Katara Hospitality also owns its own operator brands: The Bürgenstock Selection and Merweb Hotels.

[www.katarahospitality.com](http://www.katarahospitality.com)

**About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (expected opening in 2014). Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower, The Peak Tramways and St. John’s Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; the Thai Country Club in Bangkok, Thailand, and 21 avenue Kléber in Paris, France.

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