

LVTETIA

RIVE GAUCHE, PARIS

OPENING SPRING 2018

*I have two loves. My country and Paris.*

Josephine Baker



## The story of Lutetia is the story of Paris

When the Boucicaut family opened the first modern department store, they changed how Parisians, and then the world, do their shopping. Once they had transformed retail commerce, their decision to innovate hotelier was almost an afterthought. Their store was such a runaway success, that their many suppliers, bringing luxuries from afar, needed a comfortable place to spend the night. Visiting customers from across Europe also needed an enticement to stay longer. The board of 'Le Bon Marché' decided to open a modern, palace-inspired, luxury hotel in Paris, directly across from their famous store.

To name this second Left Bank landmark, they reached back to the origins of Paris itself, and took the city's Roman name: Lutetia. As one of the finest luxury hotels in Paris, every aspect of the Lutetia was a model for the

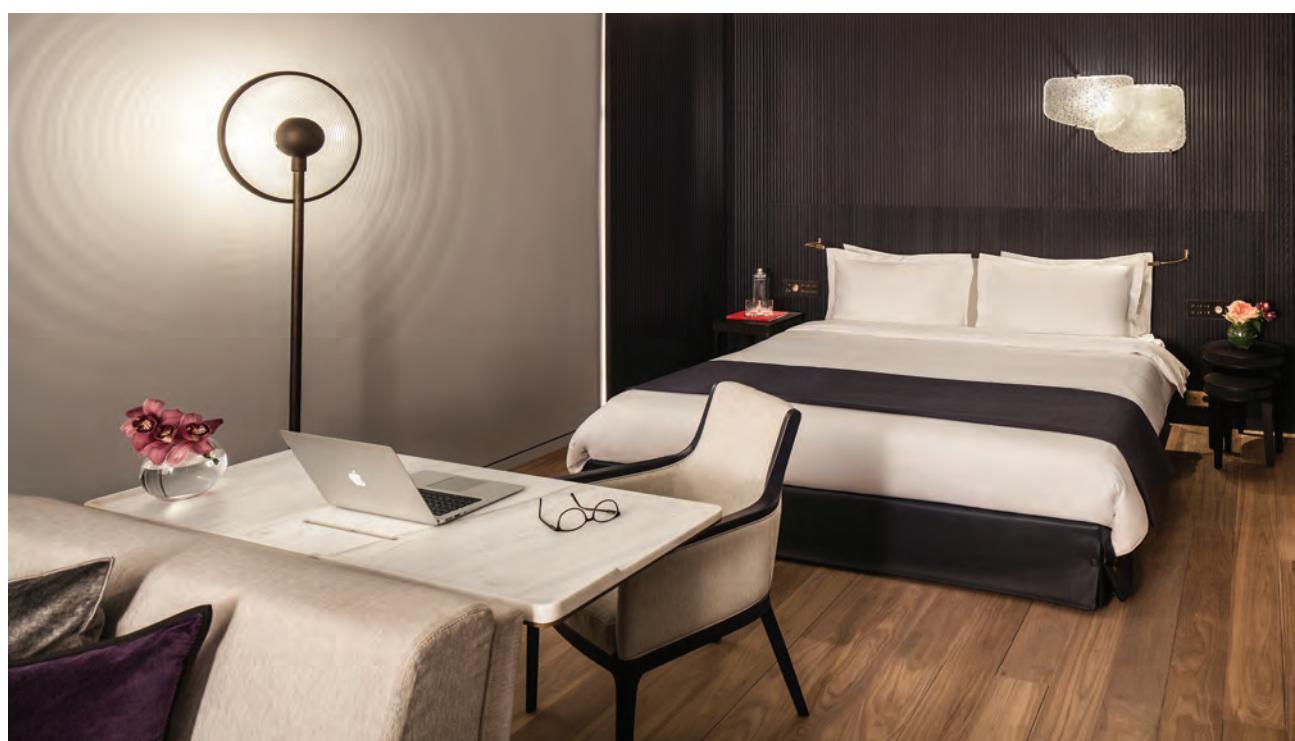
new luxurious lifestyle. No expense was spared in crafting a masterwork. Thanks to their network of suppliers for the store, they could choose the very best: China from Haviland, silver from Christofle, and crystal from Baccarat. The design of the hotel itself is a daring transition from the Art Nouveau of the day to the emerging style of Art Deco. But their biggest innovation is leaving the usual enclaves of grand dame hotels, centred across the river, and bringing modern luxury to the Left Bank.

The Lutetia quickly became a place where the anonymous could be found alongside the famous, where art, philosophy, science and politics were continually created, discreetly and without ostentation. Following a complete renovation and restoration, the Lutetia will re-open in Spring 2018 as a founding member of The Set hotels.

## LARGER GUEST ROOMS, SUITES AND NEW SIGNATURE SUITES

When the Lutetia reopens it will have 184 guestrooms, spread over seven floors, including 47 suites. This figure is significantly reduced from the original total of 233, allowing for larger rooms and more convenient configurations.

Seven signature suites, including a two-bedroom Presidential suite and two penthouse suites with private access to terraces boasting an unrivalled 360-degree view of Paris will be the crown jewels of this renaissance.



# ART DECO AND ART NOUVEAU DESIGN TRANSFORMED FOR THE 21ST CENTURY

The Lutetia is significant in the history of Paris for being a transition from the Art Nouveau of the day to the then emerging style of Art Deco. The Hotel is located at 45 Boulevard Raspail, in the Saint-Germain-des-Prés area of the 6th arrondissement of Paris, one of the best-known hotels in the history of Paris on the Left Bank. The architects at the time, commissioned sculptor Léon Binet and later, Paul Belmondo (father of actor, Jean-Paul Belmondo) to decorate the hotel's facade in the 'Art Nouveau' style comprising branch-like depictions with imposing floral details intermingling with grape vines and grape clusters.

The Set hotels closed the doors of Lutetia in April 2014 and entrusted renowned architect Jean-Michel Wilmotte and his team to the restoration and renewing of the legendary Paris landmark.





## A PLACE TO GATHER AT THE HEART OF THE LEFT BANK

The Lutetia delivers an authentic Parisian experience and has been at the heart of the local community for more than 100 years. In keeping with its history as a landmark in St. Germain society, gastronomy will be revitalized at Lutetia. The hotel will feature an eclectic mix of restaurants, bars and lounges throughout the historical ground floor including the return of the famous Brasserie which will be reopened under the care and attention of Gérald Passedat who currently holds three Michelin stars in France. He will bring his experience to the kitchen of the legendary hotel and be part of its culinary history.

The 2018 opening will unveil a stunning bar, lounge and open-air courtyard, a new addition to the hotel. For events and celebrations, guests will access the function rooms by the private entrance of 49 boulevard Raspail. Exceptionally well designed and equipped with the latest technology, each event space will have its own design and atmosphere. The iconic 'Salon Cristal' ballroom, beautifully restored, will host cocktails for up to 300 guests.

# HOLISTIC WELLNESS, THE SPA EXPERIENCE AT LUTETIA

Holding true to The Set's vision of creating environments that are beautifully composed for contemporary living, Lutetia will include the Akasha Holistic Wellbeing Centre, a 700 sqm/7,500 sq ft spa, the Signature Spa already present within the Hotel Café Royal in London and Conservatorium in Amsterdam. Six treatment rooms will offer a huge array

of the most sophisticated treatments and massages, a sauna, steam room, plunge pool, infinity edge Jacuzzi and large fitness room with state-of-the-art equipment will also be available. Bathed in natural light, a rarity in Paris, the 17-meter long swimming pool completes the experience.



# WHAT MAKES LUTETIA UNIQUE?

## 1. Outstanding Location

An iconic landmark situated in the vibrant St.Germain-des-Pres area of Paris and the only grand hotel on the left bank.

## 2. A Palace Hotel

A modern grand hotel designed for contemporary living with all the facilities and amenities of today's palace hotels.

## 3. Design & Heritage

Opened in 1910, the building was a daring move from art nouveau to the emerging style of art deco at the time and remains a left bank icon.

## 4. History

Lutetia has a fabled past and quickly became a place where the anonymous could be found alongside the famous, where art, philosophy, science and politics were continually created, discreetly and without ostentation. Ernest Hemingway, James Joyce, Picasso, Matisse and Josephine Baker were among regular visitors to the hotel.

## 5. Locality

The Lutetia delivers an authentic Parisian experience and has been at the heart of the local community for more than 100 years.

## 6. Unique Suites

Seven signature suites, individually designed including two penthouse suites with private access to terraces as large as 70 sqm and boasting an unrivalled 360 degree view of Paris.

## 7. Dining

An eclectic mix of restaurants, bars and lounges throughout the historical ground floor including the return of the Lutetia Brasserie under the supervision of three Michelin starred chef Gerald Passedat.

## 8. Wellness

Akasha Holistic Wellbeing Centre, a 700 sqm/7,500 sqft spa dedicated to wellbeing and fitness featuring a 17m swimming pool bathed in natural daylight.

## 9. Banqueting & Celebrations

700sqm of banqueting space including 5 meeting rooms and the historic 'Salon Cristal' ballroom for up to 300 people.

## 10. Parisian Living Room

Lutetia has a special place in the hearts and minds of Parisians and visitors to the city alike. Spring 2018 will see the hotel once again attract the city's elite, as the Living Room of Paris.



# FACT SHEET

## Rooms & Suites

- 184 rooms spread over 7 floors, including 47 suites.
- 7 signature suites, including a two-bedroom Presidential suite and two Penthouse suites with private access to the terraces with 360 degree views of Paris.

## Restaurants & Bar

- The Brasserie Lutetia, overseen by Chef Gérald Passedat (up to 180 guests).
- Salon Saint-Germain
- A dramatic internal courtyard adjacent to the famed salon St. Germain, with dining for up to 40 guests.
- Bar Aristide (Jazz Bar).
- An exclusive Cigar Bar.
- Restaurant L'Orangerie with its dining area, dining terrace and show kitchen.

## Events

- 5 meeting rooms with a total of 700m<sup>2</sup> conference space.
- Meeting & events rooms available for intimate or corporate events.
- The historical ballroom 'Salon Cristal' for up to 300 guests in cocktail style.

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## Architect

Jean-Michel Wilmotte – Wilmotte & Associés

## Wellness

- 700m<sup>2</sup> holistic wellbeing centre, The Set's own signature spa Akasha.
- Six individual treatment rooms including a double treatment room with Jacuzzi.
- A 17-metre swimming pool with natural daylight.
- A sauna, steam room, plunge pool, infinity edge Jacuzzi and large fitness room with state-of-the-art equipment.

## Team

Jean-Luc Cousty – General Manager

Isabelle Bouvier – Hotel Manager

Philippe Moulinier – Director of Sales

Robin Maura-Cartier – Spa Director

Gérald Passedat – Chef Brasserie Lutetia

Benjamin Brial – Hotel Executive Chef

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