



## Hôtel Particulier Villeroy

PARIS

Blending the luxury of a boutique hotel with the comfort of a pied-à-terre, The Collection's new outpost embodies Parisian glamour.

Words: Donna Salek  
Photography: Courtesy of The Collection

Known as the place-to-be for bon vivants, Paris' Golden Triangle district epitomises luxury in a way that few places across the globe can. Situated in the 8<sup>th</sup> arrondissement and hemmed by Avenue des Champs-Élysées, Montaigne and George V, the neighbourhood is home to couturiers, boutiques and some of the city's finest hospitality venues. It comes as no surprise then that The Collection chose this very district to open its first hotel.

Joining the brand's portfolio of villas and private residences in Courchevel, St. Barths and Saint-Jean-Cap-Ferrat, Hôtel Particulier Villeroy is tucked away on Rue Jean Goujon, a handsome boulevard named after the 16<sup>th</sup>-century architect. Characterised by a neoclassical cut-stone façade dating back to 1908, the former private mansion was originally built for Maurice Villeroy, a member of the family that founded ceramics company Villeroy & Boch. Now listed as a Monument Historique, the property has undergone a sensitive renovation, transforming into a hotel with just 11 keys –

the mix of guestrooms, suites and apartments arranged in a way that allows residents to book whole floors or the entire property.

Taking cues from its own history, as well as from other members of The Collection's portfolio, Hôtel Particulier Villeroy combines the style and comfort of a luxury pied-à-terre with the services of an intimate hotel. "We wanted to establish a new standard of luxury and service in the heart of Paris, within the comfort of a unique Parisian private mansion," explains Jacques Oudinot, CEO of The Collection. "A much-awaited addition to our portfolio, the hotel further refines the idea of modern lavishness in one of the most evocative historic city destinations."

According to Édouard Deschepper of Wainbridge, the property's developer, the aim was to design a hotel that's more than just good aesthetics. "It is only then that you experience all the subtle touches, all things visible and invisible that make great design," he maintains.

In true French style, the design exudes a







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sense of indulgence. The building's history combines with contemporary Parisian touches, with marble fireplaces, elaborate plasterwork and ornate cast-iron railings grounded by a neutral colour palette and soft textures.

The hotel's focal point is its magnificent atrium at the entrance, providing views up past the balconies of each floor and through the skylight above. Smooth stone walls and floors are complemented by hints of delicate gold leaf, whilst, suspended delicately from the ceiling at varying heights, a cluster of globe-shaped light fixtures fashioned from alabaster appear to float overhead. Created by Atelier Alain Ellouz, the team trialled and experimented for years to ensure that the Luna pendants were near-translucent whilst remaining opaque enough to conceal the bulb within each sphere. A labour of love that has real impact, encouraging arriving guests to gaze up and take in the scene.

A curving staircase leads to the floors above, where guestrooms are a hallmark of timeless Parisian design. Light and airy, they feature a mix of beige, pale blues and greys throughout, whilst walls are brought to life by golden-hued works of contemporary art created by French painter Pierre Bonnefille. Classic parquet floors, ornamental doorway detailing and floor-to-ceiling cream drapes elevate the already-polished surroundings, whilst generously sized





Vispring beds, velour chairs, wooden tables, pale couches and leather-embossed desks create an elevated sense of home. Bathrooms across every room type are fashioned almost entirely from white Carrara marble and accessorised with charming labelled taps by THG Paris.

Maximising the hotel's private abode feel, the two apartments exhibit similar details to the rooms and suites, with the addition of cooking and dining facilities for its occupants. Open-plan kitchens with dark-grey marble islands and backdrops are accompanied by high-varnish woods and beguiling light installations.

Situated on the ground floor, Restaurant Trente-Trois and Bar Jean Goujon are open exclusively to residents. Fashioned as an opulent salon, the bar has retained the building's original gold leaf moulding and handpainted frescoes, evoking the moody seduction of a private member's club. A marvellous rounded display towers above the bar, drawing the eye up towards a selection of luxury spirits and to a golden ceiling that extends through to the

restaurant. Here, guests can enjoy Michelin-starred Chef Sebastien Sanjou's refined French cuisine in a setting invigorated by magnificent, carved wooden walls, golden works of art, and a grand marble fireplace. Further imparting a lavish and dramatic feel across the F&B spaces, striking chandeliers from Atelier Alain Ellouz's Rock Crystal collection hang overhead.

Completing the offer, a fully-equipped gym and spa located in the hotel's basement features two treatment rooms, a sauna, hammam, jacuzzi and hydrotherapy shower, with expanses of veined marble sourced from Turkey adorning the walls. Outside, a small heated terrace is brought to life with an abundance of greenery, a fire pit, and bespoke outdoor fittings supplied by Promemoria – the high-end Italian brand who also provided furniture throughout the interior spaces.

With timelessness, opulence and utter tranquility at its heart, Hôtel Particulier Villeroy is exactly what one fantasises about when dreaming of a splendid stay in Paris.



#### EXPRESS CHECK-OUT

Owner: SNC 33 Rue Jean Goujon

Developer: Wainbridge

Operator: The Collection

Architecture: Wilmotte & Associe, GMDP

Interior Design: Carte Blanche Design,

Wainbridge

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