

Paris Report

September 2024

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1. Disneyland Hôtel

Project Overview

In January 2024, the Disneyland Hotel in Paris reopened after a two-year renovation. Disneyland Paris, which operates seven hotels, boasts the largest capacity of any family-friendly hotel chain in France, with 5,700 rooms and suites. Among these, the Disneyland Hotel, adjacent to the park, has played the most iconic role since its opening in 1992. Following the renovation, the hotel now offers more luxurious spaces and services as a 5-star establishment, themed around Disney's royal fairy tales.

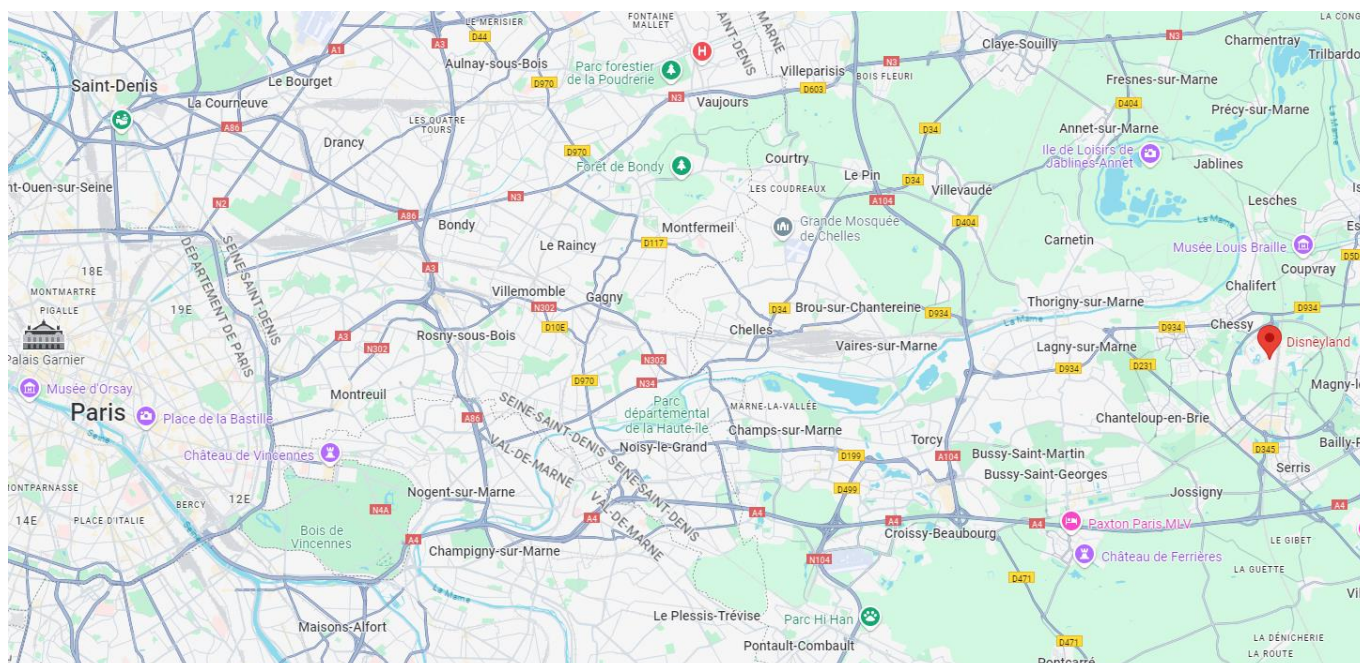
The lobby is inspired by the most beautiful library of a famous French castle, and guests are welcomed by a magnificent Bohemian crystal chandelier, inspired by Sleeping Beauty's castle. The cultural elements unique to this location make the Disneyland Hotel experience both unique and enriching, thanks to the collaboration with over 200 outstanding French and European companies, each bringing their expertise in fields such as tapestry, carpentry, textiles, glassware, porcelain, and more.

Disneyland Paris is Europe's No. 1 tourist destination, attracting approximately 10 million visitors annually. However, it has faced challenges this summer during the Paris Olympics, with recent price hikes due to recent reforms and its reliance on foreign tourists contributing to the difficulties.

Project Details

1. Brand: Disney
2. Type of Business: Hôtel, restaurant
3. Open Date: 01/2024
4. Location: Rue de la Marnière, 77700 Chessy, Marne-la-Vallée France
5. Size: 487 rooms and suites

Location Map





Facade



Hotel Interior 1



Hotel Interior 2



Hotel Interior 3



Hotel Interior 4



Hotel Interior 5

2. Café de la Rose Lancôme

Project Overview

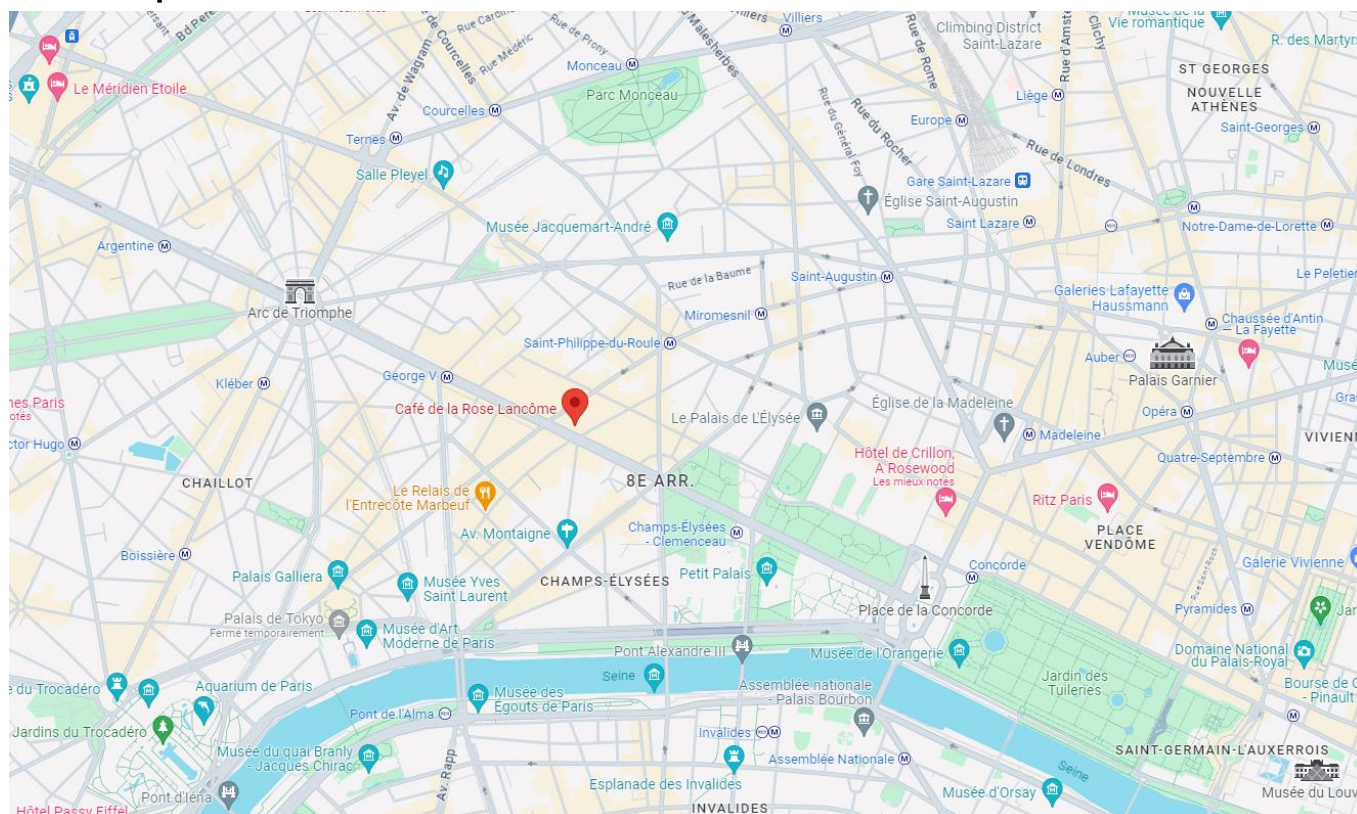
In June 2024, Café de la Rose opened in Lancôme's flagship store on the Champs-Élysées Boulevard. Named after the brand's emblematic rose, the café offers beautiful, jewel-like pastries created by Chef Nina Métayer, who was named "Best Pastry Chef in the World" by the International Union of Bakers and Pastry Chefs.

The collaboration with Chef Métayer, the first-ever female chef to win this global honor two years in a row (2023 and 2024), has garnered significant media attention. The store's interior is awash in trendy pink, reminiscent of Domaine de la Rose, which the brand opened last year in the perfume district of Grasse. Gold fixtures and rounded lighting have been added to create an exceptionally elegant and feminine space. An outdoor terrace allows customers to enjoy a leisurely tea time, while those short on time can opt for take-out pastries, such as financiers and cookies. Like many luxury brands, Lancôme has incorporated the opening of cafés into its brand strategy in time for the Paris Olympics. The collaboration with a renowned female chef on the world's most famous boulevard carries strong communicative power.

Project Details

1. Brand: Lancôme
2. Type of Business: Café
3. Open Date: 06/2024
4. Location: 52 Av des Champs-Élysées, 75008 Paris France

Location Map





Facade



Store Interior 1



Store Interior 2



Terrace