



Welcome Evok Hotel Collection

Dear Friends,

We are thrilled to share the story behind the newest member of the Rebecca Recommends portfolio, the Evok Collection. This family-owned luxury hospitality group has spent the last decade redefining exceptional travel experiences in some of Europe’s most beloved destinations. Founded in 2015 by a French visionary, Evok began its journey with an ambitious vision of creating havens of peace that evoke powerful emotions while blending contemporary design with deep-rooted cultural connections. The brand is dedicated to artistry, sustainability, and community, giving each of their properties a distinct character while providing the highest level of hospitality.

A Timeline of Growth and Excellence

Evok’s story started with the launch of a 2-Michelin-starred restaurant, setting the tone for the group’s strong emphasis on culinary excellence. Nolinski Paris opened in 2016 and over the years, Evok has steadily added to its portfolio, unveiling distinguished properties, including Brach Paris and Brach Madrid, the enchanting Cour des Vosges, and Nolinski Venezia. The group is poised to delight travelers in St. Tropez and Rome in 2026.

Each property - designed by notable figures like Philippe Starck, Lecoadic & Scotto, and Jean-Louis Deniot - brings its unique character while adhering to the Evok mantra of turning ordinary spaces into vibrant hubs of art, indulgence, and community. Every carefully designed space fosters a sense of belonging, from lively rooftop terraces to serene libraries. The family-friendly properties are strategically located in prestigious locales, near historic landmarks, luxury shopping districts, and world-class museums. Each offers carefully curated interiors that merge local heritage with modern aesthetics. Whether housed in Haussmann-era buildings or neo-industrial spaces, these properties are brought to life by award-winning architects and designers.

Evok’s obsession with gastronomy shines through Michelin-starred dining, under the stewardship of esteemed chefs such as Philip Chronopoulos and Adam Bentalha. Restaurants blend world-class techniques with local flavors, offering an unforgettable culinary experience. Furthering the sense of indulgence, Evok incorporates a calming water element—from elegant lap pools to rooftop plunge pools with panoramic city views—ensuring guests have spaces for rejuvenation.

Certified by Green Globe, Evok hotels maintain a steadfast commitment to environmentally responsible practices.

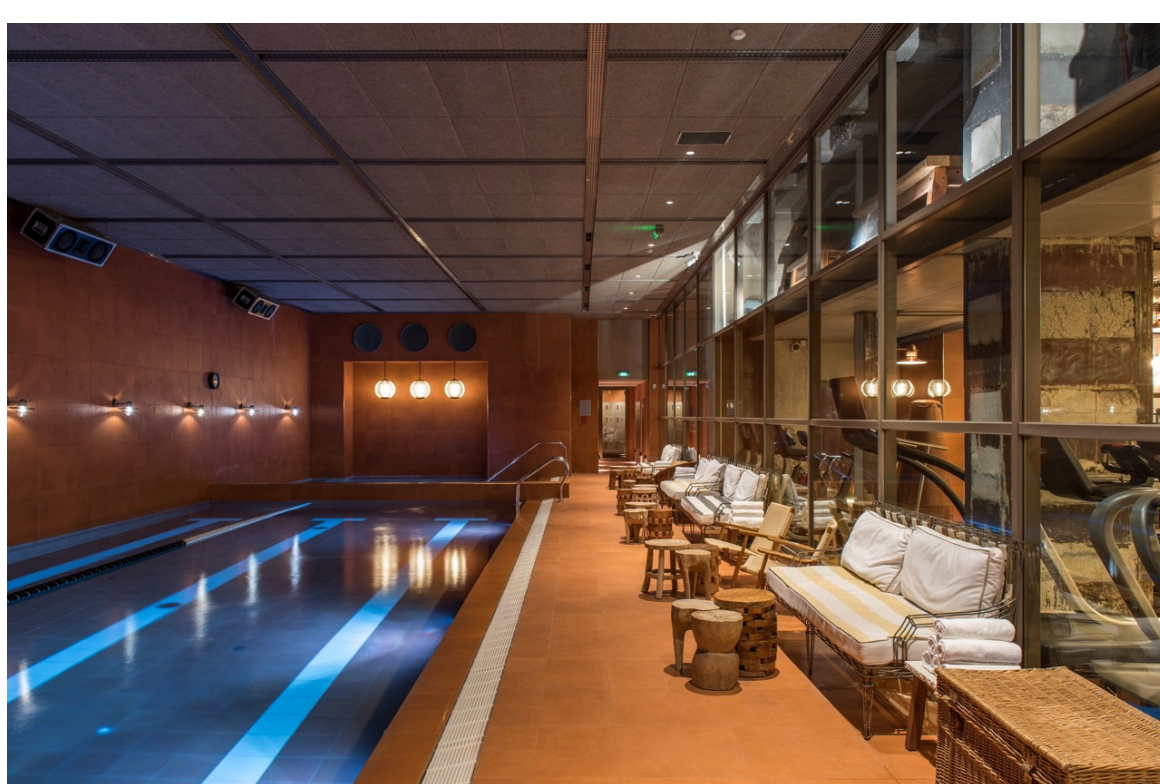


Brach Paris – Vibrant Energy in the City of Light

Brach Paris is a magnetic lifestyle hotel designed by Philippe Starck. With a sophisticated personality all its own, the hotel is generous and family-like, cultivated, energetic, epicurean, and aesthetic. Located in the upscale 16th arrondissement, a peaceful yet central spot close to the Eiffel Tower, Trocadero, Arc de Triomphe and high-end shopping areas – the 16th is perfect for an immersive experience where guests can mingle with fellow travelers and Parisian locals.



The hotel features 59 elegantly fashioned, spacious, and comfortable rooms and suites, a unique rooftop space with views to the “Iron Lady” and gorgeous verandas for outdoor dining experiences. Their three signature suites boast stylish terraces with Eiffel Tower views and either a hot tub or Norwegian bath. Brach Paris offers family-style Mediterranean dining, an expansive sports club, cultural enrichment programs, and has quickly become a beloved destination for locals and visitors alike.



Within the hotel, guests have access to exceptional wellness amenities, including a spa with Clarins treatments, and a fully equipped sports club with steam room, sauna, Himalayan salt cave, plunge pool, and indoor 23-meter pool. The gorgeous rooftop is a destination unto itself, with dramatic Eiffel

Tower views, a garden with a Nordic bath, and a pop-up bar from May to September. It's spectacular by evening.

Dining is a dream, under the guidance of Chef Adam Bentalha. Whether at a shared table in the colorful, first-floor Terrace or at the Brach Restaurant and Bar, where Mediterranean flavors mingle with Eastern flavors, the cuisine is inspired.



Nolinski Venezia – A Jewel in La Serenissima

Nolinski Venezia is a classic retreat at the heart of Venice, within walking distance of Piazza San Marco and La Fenice Opera House. Within its majestic facade, adorned with the mythical daughters of Poseidon, the exquisite hotel reminds guests of the energy La Serenissima draws from its waters. Once through the doors of the old Stock Exchange, Venetian history is blended with art nouveau, stile liberty, and modernism, all enhanced by the work of interior designers Lecoadic & Scotto.



The hotel's 43 luxury rooms and suites offer a sense of softness complemented by breathtaking views over the distinct rooftops of Venice, many have private terraces and locally inspired design featuring Murano glass, and opulent materials like marble and mango wood. Beyond aesthetics, the hotel delivers an unparalleled level of service, with features like a Michelin-starred dining venue, a curated library bar, and a stunning gold mosaic-tiled rooftop plunge pool with 360-degree views of the magical city. Throughout their stay, guests are greeted with gracious 24/7 service, as well as VIP welcome amenities for both children and pets. Connecting options are available for families.

The lobby manages to be, at once, grand and intimate. Just off this space, time stands still at the Library Bar, with 4,000 curated books, a ceiling fresco by artist Simon Buret, and live piano music. Dining ranges from the well-executed, Mediterranean-inspired cuisine on Philip Chronopoulos' menu at Il Caffè, to the 1-Michelin-starred Palais Royal Restaurant Venezia, where meals are conducted like a grand gastronomic opera.



Nolinski Paris – Discreet Charm and Joie de Vivre

With luxurious interiors designed by Jean-Louis Deniot, Nolinski Paris provides an intimate, serene atmosphere, perfect for those seeking a quiet and sophisticated escape within the city. The notable blend of contemporary elegance and classic French style is evident in luxurious rooms, exquisite dining, and exceptional service. Iconic landmarks such as the Louvre and Palais Royal, and the trendy shopping areas of Rue Saint-Honore, are nearby.



Up the dramatic hand painted staircase from the minimalist, Carrara-marbled reception area, just 45 rooms and suites make for an intimate stay that embodies the soul of Paris. Discretion is assured within this exclusive establishment, where stays are infused with French art de vivre and excellent service. Each room and suite envelopes the guest in a private apartment feel, featuring noble materials, iconic pieces, moldings, ceramics, and the interplay of lights and mirrors.



Within the Palais Royal Restaurant just minutes from the Nolinski Paris, Chef Philip Chronopoulos has been awarded 2 stars by the Michelin Guide. Tucked away between the columns of the Palais Royal, the Palais Royal Restaurant blends seamlessly with its surroundings - under the soft glow of wall sconces, the restaurant combines modern furnishings with elegant table settings. At the hotel, this acclaimed Chef's influences are evident at Nolinski Le Restaurant, offering traditional, elegant French cuisine that honors the culinary classics of the past, in a decor that subtly combines the spirit of the seventies with Art Deco, in a nod to the 1930s hotel facade. The adjacent plush and intimate Grand Salon cocktail bar has live music from Wednesday to Saturday in this delightful setting.

Amenities include the MyBlend by Clarins, blending French elegance and Swiss Riviera treatments; a pool, sauna, and steam room; personal training sessions on-site or in the Louvre gardens; and complimentary in-room fitness classes by Kalon.



Brach Madrid - Timeless Elegance

Magnificently restored and designed by Philippe Starck to feel like a private home, the Brach Madrid contains an infinite number of surprising, sentimental objects meant to demonstrate beauty, love, and effervescence. Set in the heart of the city in the midst of Madrid's famous shopping district, the seven-story 1922 Hausman building sits on the site where Victor Hugo lived as a child.



Each of the 57 rooms and suites is dreamlike, giving off a sense of intimacy with wood paneling, leather, pottery, and wickerwork adding to their softness and warmth. Suites, located on the fifth and sixth floors, are visions of wood, terracotta, leather, and earthenware, with shaded terraces overlooking Madrid - the perfect setting to celebrate the everyday moments of life.



Downstairs, the Brach restaurant inspires daydreams of Salvador Dalí, Luis Buñuel, and Federico García Lorca sitting, conversing, and creating. Guests from all over the world come together in a setting reflective of a grand cafe of old, with eclectic paintings, a collection of beautiful objects, and an energetic, open kitchen serving Chef Adam Bentalha's vibrant Mediterranean inspired family style dining,-with hints of the-Middle East.



The feeling that time is suspended continues at the La Capsule, a place of wellness and personal discovery within a striking white-and-gold palette, complete with a 17-meter swimming pool. A la carte and immersion experiences are available, including infrared sauna sessions, massage and detox treatments, mind coaching sessions, and wellness drinks. Guests are invited to flood their tissues with oxygen at La Capsule's hyperbaric oxygenation chamber or float in sensory isolation for deep relaxation in their flotation pod.



Cour des Vosges – An Intimate Royal Hideaway

Tucked into the romantic Place des Vosges in the Marais district, Paris’ oldest planned square, the Cour des Vosges is a boutique jewel for those who want to live like a Parisian amongst Parisians. Designers Lecoadic-Scotto have created a masterpiece within a former royal palace and the Hôtel de Montbrun, a listed historical monument.



The exclusive landmark site is recognizable by its pink brick facades and slate roofs, while inside each of the 12 rooms and suites opens onto views of the romantic Square Louis XIII and its splendid houses. Going further inside, all rooms offer a direct view of the charming and romantic Place des Vosges, while the suites boast 16-foot ceilings, a four-poster bed, a kitchenette, a couch, a selection of novels, and a complimentary minibar.



Whether breakfast, afternoon tea, or dinner at 19 Place des Vosges, one is treated to thoughtfully chosen menu items, from turkey and truffle croque-monsieur to beef bourguignon with bacon and button mushrooms. One mustn’t miss the Brach-La Patisserie Corner, with traditional desserts, loaf cakes, and pastries, available to enjoy in a cozy setting or as a takeaway. The sybaritic indulgences continue with in-room spa treatments and at the Roman Bath, a secret retreat within the hotel in which to revitalize under a vaulted ceiling and surrounded by warm stone and soothing lighting.

Looking Ahead

The upcoming additions to the portfolio in St. Tropez and Rome promise to elevate the collection even further. By venturing into these legendary destinations, Evok is set to combine its visionary ethos with the timeless appeal of these iconic cities. With bold designs, exceptional dining, and unparalleled service, each property will undoubtedly become a beloved landmark, and we look forward to seeing them unveiled.

What do travel advisors say about the Evok Collection?

"I'm thrilled that Evok Collection has joined the Rebecca Recommends portfolio as I've been working with them since their beginning, 10 years now, and they are fantastic!"

L. L. , GTC, New York, New York



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