



HOTEL BALZAC RE-OPENS FOLLOWING A MULTI-MILLION EURO REFURBISHMENT



January 2008: Hotel Balzac, one of Paris' top hotels, reopened in July 2007 following a two and a half year, €11million refurbishment. The supremely luxurious yet intimate 19th century townhouse is the quintessential Parisian hideaway. It is located on rue Balzac, a quiet but central location overlooking the Champs-Élysées.

In a class of its own and the epitome of elegance and '*l'art de vivre*', the Hotel Balzac was originally built as a private residence for the director of the Parisian Opera in the 1850s, and was later transformed into a hotel. The newly refurbished Hotel Balzac keeps its sense of history and romanticism and with the impeccable attention to detail and unerringly accommodating and discrete service it offers, Hotel Balzac has carved its own identity as *the* romantic hotel of Paris.

Interior designer Anne-Marie Sabatier, who previously worked with star designer Pierre-Yves Rochon, has kept the innately romantic Parisian style. Using fabrics from Designers Guild that are rich, vibrant and warm, and combining colours such as turquoise blue, chestnut, plum and copper in the hotel's 57 luxury guestrooms and 13 suites, Ms Sabatier has carefully combine elegant and contemporary furnishings blending different styles and periods. Hand picked, the bedroom and suite furniture is from the famous Italian designer Capellini and the hall and lounge furniture from Ebënisterie Masson and Philippe Coudray. The Tai Ping carpets and rugs stylishly incorporate the hotel's own monogrammed logo and there are original 18th and 19th century multilayered lithographs from D'Kozone depicting scenes of Parisian life. This modern take on neo-classical décor provides this romantic hotel with a contemporary edge.



The hotel's *'pièce de résistance'* is the penthouse floor which includes The Royal Suite and The Presidential Suite. These two gloriously spacious and romantic rooms offer a butler service and The Royal Suite has its own private roof-top terrace with a breathtaking panoramic view of the Eiffel Tower and the Parisian skyline.

Alexandre Scarvelis, General Manager, of the Hotel Balzac says: *"This is an exciting time for Hotel Balzac; this refurbishment really sets us apart from other luxury hotels in Paris. With just 20% of Hotel Balzac's revenue from British guests there is a real opportunity for us to expand in the UK market. He adds "I am confident the elegant and romantic style of the hotel and our outstanding service will really appeal to guests who want to relax and enjoy complete peace and tranquillity whilst being located right in the heart of Paris. A stay at Hotel Balzac is a real Parisian experience."*

Hotel Balzac encapsulates everything that makes Paris so compelling – it is built on a foundation of art, music, literature and love.

-ends-

Notes to Editor: Hotel Balzac (www.hotelbalzac.com) is owned by JJW Hotels and Resorts, which acquired UK boutique hotel group, The Eton Collection in August 2007. The hotel is located next to the Arc de Triomphe and overlooks the Champs-Élysées, in the quiet rue Balzac. Following a full refurbishment, Hotel Balzac re-opened on 18 July 2007. The project involved an overall investment of €11million and took over two years to complete. The neo-classical interiors of the 57 rooms and 13 suites have been designed by Anne-Marie Sabatier and the hotel is also home to one of the few Paris hotel roof terraces with a panoramic view of The Eiffel Tower.

For press information contact:

Hotel Balzac
Tel: +33 1 44 35 18 00
Reservation-balzac@jjwhotels.com