

Hôtel Plaza Athénée

Paris

Dorchester Collection

## Press release

May 2017

# The Montaigne Market suite at the Plaza Athénée: life in a luxury hotel!

*Montaigne Market is leaving number 57 on its famous avenue and moving, for a few months, into one of the suites at 25 avenue Montaigne, at the Hotel Plaza Athénée. It offers an intimate experience that defies all convention.*



Two fashion houses – the most specialised of concept stores and the most fashionable of Parisian luxury hotels – are working together to give a new meaning to the concept of a boutique hotel. **From 20 May**, the Plaza Athénée is inviting Montaigne Market to leave its beautiful suitcases in one of its second-floor suites, which has been transformed into an elegant shop for one season. This cosy yet offbeat and original boutique of a new type, which is furnished like an apartment – for instance, the beauty range will be displayed in the bathroom – offers a less traditional and more intimate shopping experience. For even more convenience, Montaigne Market at the Plaza Athénée, which is open to the public six days a week, will also be accessible by appointment 24 hours a day, as if you were in your own home.

It's a home with a view of the Plaza Athénée's Garden Courtyard. The contrast between the classicism of the luxury hotel and the minimalism of Montaigne Market is an interesting one,

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especially since the two luxury houses actually have a lot in common. Besides their clientele, these two admirers of beauty also share a discreet, modern and constantly evolving approach to glamour. The experience is new, but it's the same team and the same mindset. In this suite, you will find the essence of Montaigne Market, a range of women's and men's fashion that you will fall in love with instantly, whose richness stems from the mixing of styles and worlds, with the ultimate in luxury alongside street style. True to form, the concept store that Liliane Jossua started in Saint Barth never ceases to surprise.

Montaigne Market Suite at the Plaza Athénée, 25 avenue Montaigne, 75008 Paris, 10:30am-7pm Mon-Sat and by appointment.

High-definition visuals are available on request.

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### **About Liliane Jossua:**

After studying fashion at the École Supérieure des Arts et Techniques de la Mode (ESMOD), Liliane Jossua opened her first boutique, Calypso, in Saint Barth. She came up with a new concept by combining luxury clothing and jewellery brands in one place. She then opened Calypso in Monaco with the same desire in mind: to mix items from big fashion houses with emerging creations, jewellery with ready-to-wear fashion, and luxury with casual. With Calypso, Liliane has created perfumes and a ready-to-wear range. It's more than a boutique, it's a mindset, a whole world in its own right – as is Montaigne Market, which was created nine years later.

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For more information:

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**Note to the Editors:**

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the USA, each of which reflects the distinctive culture of its destination. By applying its unrivalled experience and capability in owning and operating some of the greatest individual hotels, the company's mission is to develop an impeccable group of the finest landmark hotels through acquisition as well as management of wholly-owned and part-owned hotels, and to enter into management agreements.

The current portfolio includes the following hotels (in order of them joining the group): **The Dorchester**, London; **The Beverly Hills Hotel**, Beverly Hills; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Hotel Principe di Savoia**, Milan; **Hotel Bel-Air**, Los Angeles; **Coworth Park**, Ascot, UK; **45 Park Lane**, London; **Le Richemond**, Geneva; and **Hotel Eden**, Rome.