

PRESS RELEASE

HÔTEL PLAZA ATHÉNÉE'S FAÇADE TRANSFORMS INTO A CATWALK FOR COUTURE FASHION WEEK



TO MARK THE PARISIAN HAUTE COUTURE WEEK, HÔTEL PLAZA ATHÉNÉE'S FAÇADE WILL BE TRANSFORMED INTO A SPECTACULAR CATWALK, WHILST ITS PUBLIC SPACES WILL SHOWCASE AN EXHIBITION OF BESPOKE HAUTE COUTURE DRESSES.

Paris, June 22, 2023 - Located on the prestigious Avenue Montaigne, close to renowned fashion houses Dior, Chanel and Louis Vuitton, Hôtel Plaza Athénée has been synonymous with fashion since it opened its doors in 1913.

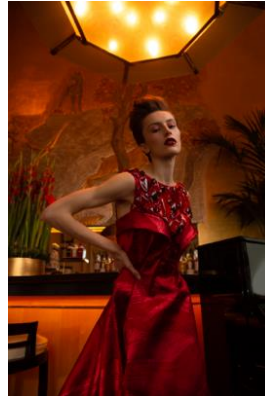
Reaffirming its positioning as the Haute Couture address in Paris and in celebration of its 110th anniversary, the hotel will host a unique exhibition during Paris' Haute Couture Fashion Week. In partnership with the French Federation of Custom Couture Creation and the French Confederation of Crafts – *Couture & Crafts* - the exhibition will consist of a collection of six bespoke dresses, designed by seven local craftsmen and six couturiers, specially created for the hotel's anniversary. Each dress will have its own distinct style with only one thing in common: the emblematic red of the hotel. The collection will be displayed in the hotel lobby, the Galerie and at the entrance of the Michelin starred restaurant Jean Imbert au Plaza Athénée, from June 30, 2023 until July 13, 2023.

In addition, a life-sized silhouette catwalk will take place across the length of the façade of the hotel from July 3, 2023, for the first time in the hotel's history. In keeping with the hotel's stylish identity and originality, a

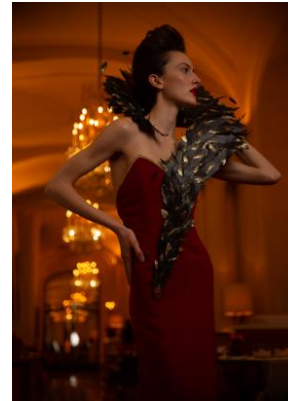
range of designs will be showcased in a playful and memorable way, highlighting the hotel's very own fashion show.



Ali Thompson and
Sylvie Blet -
ornamental engraving



Pierre Letz and Aurore
Bouter – flat glass
specialist



Chris Henriques and
Yolande Domer –
Cartes



Mirna El Hage
and Marie Drouet
- Basket weaver



Jérôme Blin,
Maison Alivon
and Frédérique
Tilly – Bronzier



Arthur Aquino and
Françoise Bergaglia -
modeling specialist

NOTES TO THE EDITORS

For further information, please visit our [PHOTO LIBRARY](#) and [MEDIA CENTRE](#) or contact:

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HÔTEL PLAZA ATHÉNÉE

True to its extraordinary city, Hôtel Plaza Athénée is no ordinary hotel. Here, on the prestigious avenue Montaigne, the hotel has proudly presented guests with the best of Paris since 1913.

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