



DORCHESTER COLLECTION

## PRESS RELEASE

# HOTEL PLAZA ATHÉNÉE CELEBRATES ITS 110TH ANNIVERSARY.

Paris, March, 2023



HOTEL PLAZA - ATHÉNÉE - PARIS



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This year, Hôtel Plaza Athénée is celebrating its 110th anniversary – an opportunity to look back at the key moments of a now emblematic destination on Avenue Montaigne.

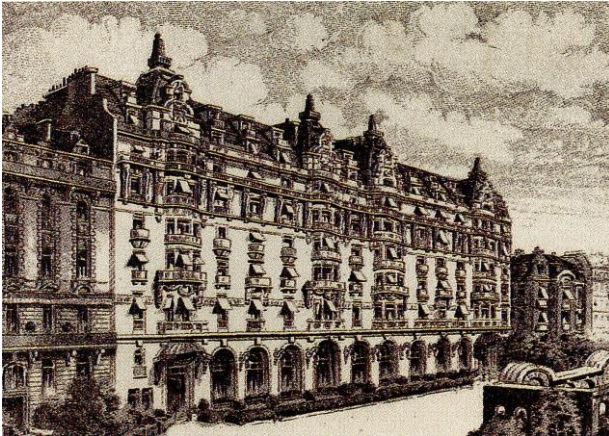
**‘ONCE UPON A TIME, THE PALACE OF TOMORROW’ – CELEBRATING THE VIBRANT PRESENT AND ILLUSTRIOUS HISTORY OF A PARISIAN PALACE STEEPED IN EXCEPTIONAL HERITAGE**



1913 was the year that the hotel and the Théâtre des Champs-Élysées opened on the prestigious **Avenue Montaigne** - a few steps from the banks of the Seine and the Eiffel Tower. Hôtel Plaza Athénée quickly became one of the most sought-after addresses in the French capital.

Nestled between the avenue's fashion houses, the hotel offered guests tailored services, carving itself an Haute Couture positioning, and in 2011 receiving the distinction of Palace.

## HISTORY



The hotel has chosen the motto **Once upon a time, the palace of tomorrow**, to reflect the past 110 years. With more than 100 years of history that has shaped its identity, Hôtel Plaza Athénée has welcomed the world's most famous people, from singers to actors, designers and celebrities at this **Haute Couture Parisian address**.

**Christian Dior** has always had a close relationship with Hôtel Plaza Athénée which was further strengthened in 2008, with the opening of the **Dior Spa**. Dreaming of an elegant and cosmopolitan clientele, many of whom stayed at the hotel, he acquired a building at 30 Avenue Montaigne. Since then, these two prominent addresses have stood opposite each other on this elegant Parisian Avenue.



In the 1950s, Marlene Dietrich a regular guest at the hotel, met Jean Gabin at a dinner at the Relais du Plaza. She bought an apartment on Avenue Montaigne, opposite the hotel and in memory of their meeting, Jean Gabin asked the hotel concierge to decorate their balcony with hundreds of red roses, which was visible from Marlene Dietrich's apartment. Since then, all the balconies are draped in **red geraniums** and red has become the hotel's emblematic colour.

## DINING

Hôtel Plaza Athénée offers a unique atmosphere in each of its dining venues. Since September 2021, chef **Jean Imbert** has overseen all the hotel's restaurants



© Bobby Allin

Opened in 1936, the chic **Le Relais Plaza** brasserie has become a key address in the capital. The original art deco design has been preserved including the original mural of Diana the Huntress, a large chandelier and tiles adorned with the signs of the zodiac. Inspired by his grandmother and the values he holds dear, Jean Imbert offers a cuisine comprising both iconic dishes and new creations from Parisian brasserie cuisine.



© Bobby Allin



In January 2022, the hotel opened the doors of a new gastronomic restaurant, **Jean Imbert au Plaza Athénée**. The cuisine revives the splendour of French culinary art, inspired by the classical repertoire and recipes that have marked great gastronomical moments throughout the world. The décor was imagined by award-winning French interior designer Rémi Téssier. Only **9 weeks** after opening, the restaurant received its first Michelin star.



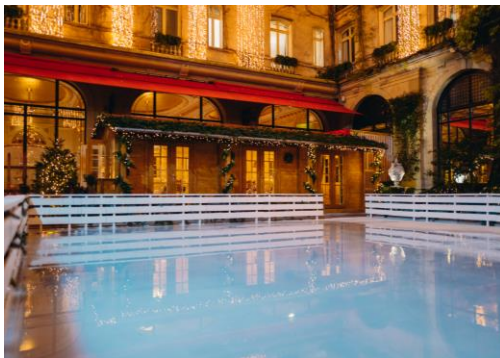
Bringing together nature and light, **La Galerie** is an ideal place to eat at any time of the day – with the latest seasonal gourmet creations by pastry chefs Angelo Musa (Best Craftsman of France and world champion) and Elisabeth Hot.



**La Cour Jardin** - the courtyard garden - is transformed into an **ephemeral restaurant** in the summer. On the menu, Jean Imbert showcases products that respect the seasons and honour the partners he has worked with for many years, including market gardeners, gardens, fishermen and breeders.



© Mark Read



In winter, La Cour Jardin is covered in ice to host a children's **skating rink** measuring nearly 100m<sup>2</sup>. Last year, **Le Chalet du Plaza Athénée** offered a menu designed by chef Jean Imbert serving several different kinds of fondue - a Savoyard winter classic.

© Boby Allin

With its dreamlike decor, the **hotel bar** plunges you into an incomparable atmosphere.



© Tina Hillier

The **hotel bar** stands under a ceiling of irregular fabric scrolls, resembling drapes of a couture dress. Since October 2018, it has also been home to an **exceptional cellar** with nearly sixty rare Dom Pérignon bottles including Vintage, P2, P3, Magnum, Jeroboam and Methuselah white and rosé.



## BEDROOMS AND SUITES

With 154 rooms and 54 suites, all **208 rooms** are individually and uniquely designed in elegant shades with delicate embroidery and luscious silk for the curtains, armchairs and beds.



©Mark read

The **Eiffel Haute Couture Suite** offers breath-taking views of the Eiffel Tower, like a framed work of art. Harmonious greys and pinks, refined mouldings, embroidered cushions and rich fabrics give this suite a unique style and a timeless elegance.



© Francis-Amiand

The first six floors are immersed in a **classic Haussmannian universe**, while the seventh was recently redecorated by Moinard-Bétaille. The Parisian duo Bruno Moinard and Claire Bétaille took up the challenge of combining existing elements with innovative design to give guests a new visual experience.



© Mark Read

Over the past **110 years**, many films and series have been shot at the hotel, from Sex and the City to Emily In Paris:

**Sex and the City (2004)** – by Timothy Van Patten with Sarah Jessica Parker, Kim Cattrall ...



Carrie Bradshaw (Sarah Jessica Parker) : the 609 suite balcony

**The Devil Wears Prada (2006)** – by David Frankel with Meryl Streep and Anne Hathaway.



Andrea (Anne Hathaway) in front of the Plaza Athénée

**Emily in Paris (season 1 and 2) - (2020/2021)** – by Darren Star with Lily Collins.



Emily (Lily Collins) waiting in front of the hotel

### **Program of festivities :**

Throughout the year, the hotel will offer visual and gastronomic surprises to its guests.

**April 20th** : a festive day throughout the hotel marking the 110<sup>th</sup> anniversary since the hotel opened on April 20, 1913. It will be a festive day in all the hotel's food and beverage outlets with special menus and entertainment during the dinner.

Musical entertainment will be provided throughout the hotel as guests enter the lobby. The hotel will be decorated with an ephemeral festive scenography and a work of art will be installed in the lobby, in partnership with a paper designer.

**In May**: the red week will be dedicated to the iconic color of the Plaza Athénée hotel. Our florists will use their creativity to create floral arrangements with the colour red and decorate all areas of the hotel. The emblematic red carpet will be laid out from the entrance of the hotel and will cross the lobby to the entrance of La Galerie. Staff will be dressed in elegant red dresses or floral brooches in the colour of the hotel's famous geranium. This will also be an opportunity to celebrate the return of the geranium installation on the hotel's façade.

**From 03 July and during Fashion Week**: an urban scenography will be installed on the front of the hotel, representing a fashion show catwalk, during Fashion Week. Life-size silhouettes of models, parading in haute couture outfits, will adorn the facade of the hotel.

Haute Couture dresses will be exposed at the hotel, custom-made by designers. The Plaza Athénée hotel worked, in collaboration with a federation of craftsmen, as well as designers, to create 6 tailor-made haute couture dresses for the hotel. These dresses will be exhibited in the common areas during fashion week, and will highlight the hotel's close link with fashion and support craftsmen and French know-how.

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### **Practical information :**

For questions and further details:

**Hôtel Plaza Athénée Communication Department** :  
Isabelle Maurin  
Director of communications  
[isabelle.maurin@dorchestercollection.com](mailto:isabelle.maurin@dorchestercollection.com)

Justine Klar  
Communication Manager  
[justine.klar@dorchestercollection.com](mailto:justine.klar@dorchestercollection.com)



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