



LE BRISTOL
PARIS

**GABRIELA
HEARST**

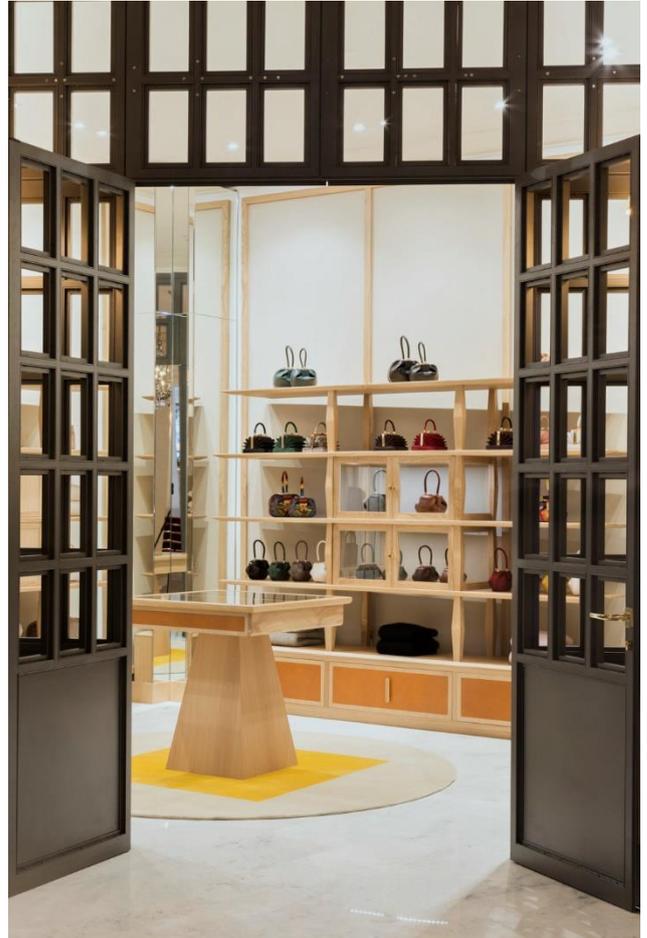
**Gabriela Hearst to open
pop-up boutique at Le Bristol Paris**
September 2022

Gabriela Hearst has chosen **Le Bristol Paris** to be the location for its **first-ever pop-up in the French capital**, opening for a two-month run on **September 2nd**. The hotel's ground-floor boutique will host a standalone House for the first time. It will be entirely reimaged for the occasion with natural-toned linen wall coverings and reclaimed oak display shelves, echoing the **Gabriela Hearst** flagship store designs in both New York and London. Custom furniture and fixtures were designed in collaboration with French sculpture and furniture design maker Antoine Dumas and woodworking artisan Benjamin Gavron.

A curated **selection** of *handbags, accessories* and *ready-to-wear* will be presented, including key pieces from the house's permanent collection as well as from Spring/Summer and Autumn/Winter 2022.

The Uruguayan designer has nurtured close ties with **Le Bristol Paris** and considers the hotel to be her Parisian residence. The **pop-up shop** is a chance for the two houses to celebrate their mutual affection and their shared commitment to offering timeless expressions of luxury.

"Le Bristol simply put is the best hotel in the world. Having the opportunity to open our store at the hotel is a privilege. It will be our first proper presence in Paris...and, It's my home when in Paris" says Hearst.



Gabriela Hearst at Le Bristol Paris

From September 2nd until November 5th 2022

Open Tuesday to Saturday 11.30 am – 7.30 pm

112 rue du Faubourg St Honoré

75008 Paris

+33 1 53 43 41 17

boutique.lbp@oetkercollection.com

Press contacts

Le Bristol Paris

Giulia Panossian

Head of Communications

+33 1 53 43 41 86

giulia.panossian@oetkercollection.com

Oetker Collection

Jenny Gorevan

Head of Global Communications

+33 1 53 43 41 41

jenny.gorevan@oetkercollection.com

Gabriela Hearst

Yesenia Olveira

PR Director

+1 212 966 2484

yesenia@gabrielahearst.com



ABOUT LE BRISTOL PARIS

An icon of French elegance and *art de vivre*, Le Bristol Paris is located at one of the city's most prestigious addresses on rue du Faubourg Saint-Honoré. The first to receive France's "Palace" distinction, the hotel boasts 190 rooms and suites—among the largest in Paris — that are now completely renovated. An exceptional setting offering Oetker Collection's legendary hospitality, Le Bristol is perhaps best known for its outstanding dining tradition, holding 4 Michelin stars between Epicure and 114 Faubourg. A spirit of *joie de vivre* permeates the hotel from early morning to after midnight with relaxation in the lush, 13,000 square foot courtyard garden, teatime at Café Antonia, wellbeing and fitness at Spa Le Bristol by La Prairie and the iconic rooftop swimming pool, and captivating evenings at Le Bar du Bristol.



ABOUT GABRIELA HEARST

Gabriela honored her family's heritage through the launch of her eponymous label in Fall 2015 after taking over the operations of her father's ranch in Uruguay. She wanted to create a brand that reflects a slower pace and process: where things are made with care and detail, where tradition is more important than trend, where there is a purpose to every piece. Gabriela's commitment is to make a strong and modern collection without compromising her ethics and key values, taking into consideration where materials come from and who is making them: luxury with a conscience, or in other words, "honest luxury". In 2018, Gabriela was appointed to the board of trustees of Save the Children. The Gabriela Hearst Flagship store on Madison Avenue in New York opened in November 2018, the London store on Brook Street opened August 2019. For the Spring Summer 2020 collection, shown in New York in September 2019, Gabriela Hearst produced the first ever carbon neutral runway show. She is the winner of the 2016/17 International Woolmark Prize for Womenswear, 2018 recipient of the Pratt Institute Fashion Visionary Award, and 2020 recipient of the Frank Alvah Parsons Award. In 2020, she won the American Womenswear Designer of the Year Award at the CFDA Fashion Awards. The British Fashion Council awarded Gabriela as an Environment Honoree for her contribution in creating positive change within the industry at the 2020 Fashion Awards. In December 2020 Hearst was appointed the new Creative Director for Chloé.

STAY TUNED

#MasterpieceHotels

[instagram.com/OetkerCollection](https://www.instagram.com/OetkerCollection)
[facebook.com/OetkerCollection](https://www.facebook.com/OetkerCollection)
[linkedin.com/OetkerCollection](https://www.linkedin.com/OetkerCollection)

OETKER COLLECTION

Masterpiece Hotels



L'APOGÉE
COURCHEVEL



BRENNERS PARK HOTEL & SPA
BADEN-BADEN



LE BRISTOL
PARIS



CHATEAU SAINT-MARTIN & SPA
CÔTE D'AZUR - VENICE - FRENCH RIVIERA



EDEN ROCK
ST. BARTH'S



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES



JUMBY BAY ISLAND
ANTIQUA - WEST INDIES



THE LANESBOROUGH
LONDON



HOTEL LA PALMA
CAPRI



PALÁCIO TANGARÁ
SÃO PAULO



THE WOODWARD
GENEVA