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*Sporty & Rich*

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**Le Bristol Paris and Sporty & Rich  
collaborate on Exclusive Capsule Collection.**

*September 2023*

*Two iconic brands — one steeped in history, the other embodying a contemporary ethos — unite to define the quintessential travel wardrobe.*

**Le Bristol Paris** is honoured to present an unprecedented collaboration with California leisurewear brand **Sporty & Rich** in the form of a **co-branded capsule collection** of ready-to-wear and accessories, **launching September 27, 2023**. Conceived to encompass the modern traveller's sartorial essentials, the collection embodies a fusion of Le Bristol's refined elegance and the relaxed yet sophisticated aesthetic of Emily Oberg's breakthrough brand, Sporty & Rich.

*"I fell in love with Hotel Le Bristol while visiting Paris for work. It has a special feeling of history and elegance that you can't help but noticing as soon as you walk through the door. The decor, staff and service each embody the true essence of luxury and to us, the very meaning of Sporty & Rich. We are honored to team up with a brand as established and recognized as Le Bristol. In designing the collection, I wanted to create pieces that spoke to the hotel's history."* — Emily Oberg, founder of Sporty & Rich



A casual-chic vibe runs through the capsule collection, offering everything from sumptuous, cocooning cashmere ensembles and stylish, cosy pyjama sets to ultra-comfortable sweatshirts, tees and sweatpants emblazoned by the brands' distinctive logos. To complement the timeless apparel, an array of caps, a keychain, a tote bag and socks create coordinated styling possibilities. Crafted from premium, natural materials, each piece showcases a subdued colour palette that further underscores the collection's understated, elegant mood.

*“An inaugural moment for Le Bristol Paris, this collaborative collection alongside the esteemed sportswear and wellness brand, Sporty & Rich, curates a wardrobe that resonates with the comfort and elegance of both houses, offering discerning travellers a new way to express themselves.”*  
— Luca Allegri, General Manager Le Bristol Paris

Marking its debut during the upcoming Paris Fashion Week in September, the collection will be launched online at **SportyandRich.com** and in an **exclusive pop-up at Le Bristol Paris Boutique**. This collaborative pop-up at Le Bristol is a chance for style seekers to experience, try on and shop the capsule collection.

In this exceptional fusion of heritage and contemporary allure, Le Bristol Paris and Sporty & Rich shape travel style anew with a timeless collection that speaks to the modern wanderer's journey.

### **Collection Le Bristol Paris x Sporty & Rich**

Launching September 27<sup>th</sup>, Le Bristol Paris x Sporty & Rich will be available at [www.sportyandrich.com](http://www.sportyandrich.com) and at Le Bristol Paris Boutique, open every week Tuesday to Thursday from 10am – 8pm and Friday to Monday from 11am – 7pm.



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