

## Beat: Lifestyle

# MAISON ELLE PARIS - Soon New ADDRESSES In FRANCE & MAJOR CAPITALS Of The WORLD

**FIRST OPUS HOTEL COLLECTION**

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**USPA NEWS** - Elle is a Worldwide Women's Magazine of French Origin that offers a mix of Fashion and Beauty Content, together with Culture, Society and Lifestyle. The title means "She" or "Her" in French. Elle is considered the World's Largest Fashion Magazine, with 78 Editions around the World and reaching 200+ million People....

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Almost immediately after marrying French Media Magnate Pierre Lazareff in 1938, Russian born Hélène Gordon decided against pursuing a Career in that which she was educated (Ethnography) and practically trained (two years studying Dogon Tribal Culture in Soudan). Instead, she embraced her New Life as half of France's most celebrated Journalistic Power Couple and focused on what she loved: Fashion.

"ELLE" was founded in 1945 The magazine's Readership has continuously grown since. Elle Editions have since multiplied, creating a Global Network of Publications and Readers. Elle's Japanese Publication was launched in 1969, beginning an International Expansion. Its first Issues in English (US and UK) were launched in 1985.

The Lagardère Group of France owns the Brand. The Official Elle Headquarters is located in Paris, with Licensed Publishers located in many other Cities. The Chinese version of the Magazine was first published in 1988. It was the First Four-Color Fashion Magazine offered in China. The Magazine was used as an Informational and Educational Tool for opening of the Chinese Textile Market.... In 2019, Lagardère sold Elle France to Czech Media Invest, Parent of Czech News Center. Lagardère continues to own the Elle Brand.

An "Art de la Vie", to use the formula of its French Edition, which is also expressed through the Variations of Collections, developed under Licensing Programs around the World.

Such Expertise deserved a New Mode of Expression, it is now done with the Creation of "Maison ELLE". A Collection of Boutique Hotels that illustrate the Richness of its Universe in Places that resemble it, designed and created by the Valotel Hotel Group. A project as inspiring as it is daring..

The Opening in November 2022 of the "Maison ELLE Paris" Hotel is the First Opus of this Unprecedented Hotel Collection - soon to be completed by New Addresses in France and in the Major Capitals of the World.

\*\*\*\* "The Opening of Maison ELLE in Paris, Capital of Fashion and the Art Of Living, allows, for the first time in France, to offer a New Experience beyond the Magazine. Through the approach that characterizes us - Originality and Conviviality, Elegance and Relaxation - the Guests of Maison ELLE will thus be able to experience a Unique and Personalized ELLE Parenthesis. We are delighted to be able to strengthen, alongside Valotet, the Privileged Bond that we have maintained with all those who have read us for more than 75 Years, while allowing New Audiences to discover the ELLE Universe"

By Constance BENQUE, CEO ELLE International

\*\*\*\* "Let's do an Experiment: if SHE were a Hotel, what would it look like? Immediately, your Subconscious calls up Images, a Style... You have a Kind of Intuition, without the Mental Image being very clear. But you guessed it... This is the Hotel we wanted to bring to Life by drawing Inspiration from the Brand's Values. A House that we discover, with the Obvious Feeling of Being Well in a ELLE House, and that it could not be otherwise. Because it was HER, because it was US".

By Pascal DONAT, Chairman Of VALOTEL

Source: "Tea Time" @ Maison Elle Paris to celebrate its Opening in November 2022.

November 23, 2022 with the presence of:

\* Mme Anne BILLAZ - CEO Lagardère Creative Enterprises

\* Mr Pascal DONAT - President of Valotel / Studio V

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