

The Ascott Limited unveils Third Crest Collection Property in Paris

The Ascott Limited is launching its third The Crest Collection property, La Clef Champs-Elysées Paris, opening this coming Friday after two years in development. Located in the heart of the 8th arrondissement, the residence boasts unparalleled services and a stylish contemporary design, and joins the La Clef Louvre Paris and La Clef Tour Eiffel Paris in this luxury portfolio.

The residence boasts 70 rooms, suites and apartments in large spaces, including 2 duplex apartments with a terrace offering extraordinary views over the rooftops of Paris and the Sacré-Coeur. The apartments are modern with a mix of styles and influences, with the contemporary spirit of the furniture contrasting with the classic feel of the architecture.

With La Clef Champs-Elysées Paris, The Ascott Limited aims to create a unique experience where guests can feel at home, and also experience the life, culture and history of one of Paris's most vibrant neighbourhoods. The property offers the comfort of a luxury hotel in the privacy of your own apartment, which is a trait found throughout The Ascott Limited's global portfolio of residences. Located just a few minutes from many of the French capital's most sought-after attractions, including the Arc de Triomphe, the Eiffel Tower, the Grand Palais, the Théâtre du Rond-Point and the famous Avenue des Champs-Elysées, the residence truly is in the heart of the city.

24-hour concierge, valet-parking services, laundry and buffet breakfast are all available at the property, as well as 24-hour room service, a fitness suite and exclusive complimentary toiletries by L'Occitane. Eliane Wang, the residence manager of La Clef Champs-Elysées Paris, says, "We are looking forward to welcoming our first guests and delivering excellence – the luxury, discreet, personalised service for which The Crest Collection is known."

The lobby features a fragrance lounge where guests can discover a collection of six fragrances, especially created for La Clef Champs-Elysées Paris – five standard essential oils and one signature fragrance. The idea is to create a consistent signature scent throughout the property – in the form of pillow sprays – and also available for sale as room fragrances and candles.

La Clef Champs-Elysées Paris is focused on providing customised stays for guests who have a range of needs and preferences. Whether on their own or with a partner, every guest will appreciate being

able to relax in the comfort of a spacious, stylish room and the added convenience of an in-room kitchen so they can prepare meals with ease. For a long-term business stay or a relaxed stay with family or friends, there are spacious two-room suites consisting of a fully-equipped kitchen, Nespresso® machine and dishwasher.

Later in the year, guests will be able to enjoy fine-dining Asian cuisine when the Imperial Treasure Fine Chinese Cuisine restaurant opens within La Clef Champs-Élysées Paris. This will be the first French address for the prestigious Singaporean group.

Ngor Houai Lee, Managing Director, The Ascott Limited for Europe, says, “We created The Crest Collection to distinguish residences with soul that offer an unusual experience, related to either their location, their architecture or their history. La Clef Champs-Élysées Paris offers a contemporary reinterpretation of French style elegance and caters to the growing demand from a clientele with an appreciation for refinement.”

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The Design

The five-story Haussmannian-style building that houses the apartments of La Clef Champs-Élysées Paris was first built in 1907 by the famous Hennessy cognac family. The interior design was entrusted to Jean-Philippe Nuel, a leading international luxe interior design studio. The overarching theme of the project was to preserve the authenticity and typically Parisian spirit of the building, a true symbol of French art de vivre. As Jean-Philippe Nuel explains, “This hotel is not a film set, it’s a place to live, where people should feel like real Parisians, where heritage and creativity come together, and where the pervading spirit reflects the soul of today’s Paris.”

Throughout the duration of this project, designer Jean-Philippe Nuel made it a point of honour to highlight the building’s architectural heritage, with attention to detail paramount: “Our credo for this project was to showcase the historical features in the common areas and update the traditional hotel design codes in the bedrooms to offer a unique stay experience”, says Jean-Philippe Nuel.

The Crest Collection

The Crest Collection is aimed at guests with an appreciation for refinement and unique experiences: the space and comfort of an apartment combined with first-class personalised service, in a building with a unique spirit. The Crest Collection now includes three Parisian properties: La Clef Louvre Paris, La Clef Tour Eiffel Paris and La Clef Champs-Élysées Paris. “The Crest Collection by The Ascott Limited, launched in April 2016, underlines the Group’s drive to position itself in the luxe segment”, explains Ngor Houai Lee, Managing Director – The Ascott Limited Europe. “The residences in this collection are a contemporary reinterpretation of French chic, offering exceptional surroundings and service for our guests. With La Clef Champs-Élysées Paris, we wish to provide our guests with a unique and unforgettable new address representing the quintessence of French luxury and elegance.”

The Ascott Limited

The Ascott Limited is a Singapore company that has grown to be one of the leading international lodging owner-operators. It has more than 56,000 operating units in key cities of the Americas, Asia Pacific, Europe, the Middle East and Africa, as well as over 38,000 units which are under development, making a total of over 94,000 units in over 640 properties. The company’s brands include Ascott, Citadines, Somerset, Quest, The Crest Collection, lyf, HARRIS, FOX HARRIS, YELLO, POP!, Préférence and HARRIS Vertu. Ascott’s portfolio spans more than 160 cities across over 30 countries. Ascott, a wholly owned subsidiary of CapitaLand Limited, pioneered Asia Pacific’s first international-class serviced residence with the opening of The Ascott Singapore in 1984. Today, the company boasts over 30 years of industry track record and award-winning brands that enjoy recognition worldwide. Ascott’s achievements have been recognised internationally. Recent awards include World Travel Awards 2018 for ‘Leading Serviced Apartment Brand’ in Asia, Europe and the Middle East; DestinAsian Readers’ Choice Awards 2018 for ‘Best Serviced Residence Brand’; TTG China Travel Awards 2018 for ‘Best Serviced Residence Operator in China’; Business Traveller Asia-Pacific Awards 2018 for ‘Best Serviced Residence Brand’; Business Traveller UK Awards 2017 for ‘Best Serviced Apartment Company’ and Business Traveller China Awards 2017 for ‘Best Serviced Residence Brand’. For a full list of awards, please visit <https://www.the-ascott.com/ascotlimited/awards.html>.