

PRIVATE AREAS  
2023



**MACHEFERT**  
GROUP



# NORMANDY HOTEL

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THE HOTEL

**02**

PRIVATE AREAS

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IN THE VICINITY



## NORMANDY «LE CHANTIER»

110 ROOMS | 2 MEETING ROOMS | 1 BAR | 2 RESTAURANTS

The Normandy Hotel, born in 1877, perfectly embodies the spirit of a «Grand Parisian Hotel» in the heart of the 1st arrondissement, just steps away from the Louvre.

Between 2019 and 2024, the Normandy Hotel becomes the Normandy Le Chantier (The Construction) with the goal of renovating the establishment. In 2024, the Normandy Hotel will be rebranded and will offer a level of service and comfort in line with the standards of a 5-star establishment.

The ground floor, decorated by Jacques Garcia, will house a refined gastronomic restaurant, as well as a Parisian brasserie that embodies the upscale elegance of the purest French tradition. We have imagined and created a cocoon for relaxation and well-being: a fitness room, a spa, and an 18-meter-long swimming pool.

To conclude, a member's club will open its doors, paying tribute to the glorious years that have shaped the reputation of Paris.

In the meantime, the Normandy «Le Chantier» hides within a speakeasy: Rehab, has created its Normandy creperie named «Buckwheat» with a lovely sunny terrace, and also offers an address perfectly embodying street-style Mexican cuisine: El Vecino - Saint Honoré.

Rooms are being gradually renovated as the hotel takes shape.

# PRIVATE AREAS





## SALON OPÉRA

SEMINAR | STUDY DAY

35 M<sup>2</sup>

- Configuration: Boardroom, Classroom, Theater, U-shape, Tight U-shape, Double U-shape
- Brand new fully equipped meeting room
- Connected screen
- Customizable equipment and furniture
- Located just steps away from the Louvre in the 1st arrondissement



**CONFIGURATION: BOARDROOM**  
SEATS: 18-24



**CONFIGURATION: U-SHAPE, SMALL U-SHAPE, DOUBLE U-SHAPE**  
SEATS: 20-24-32

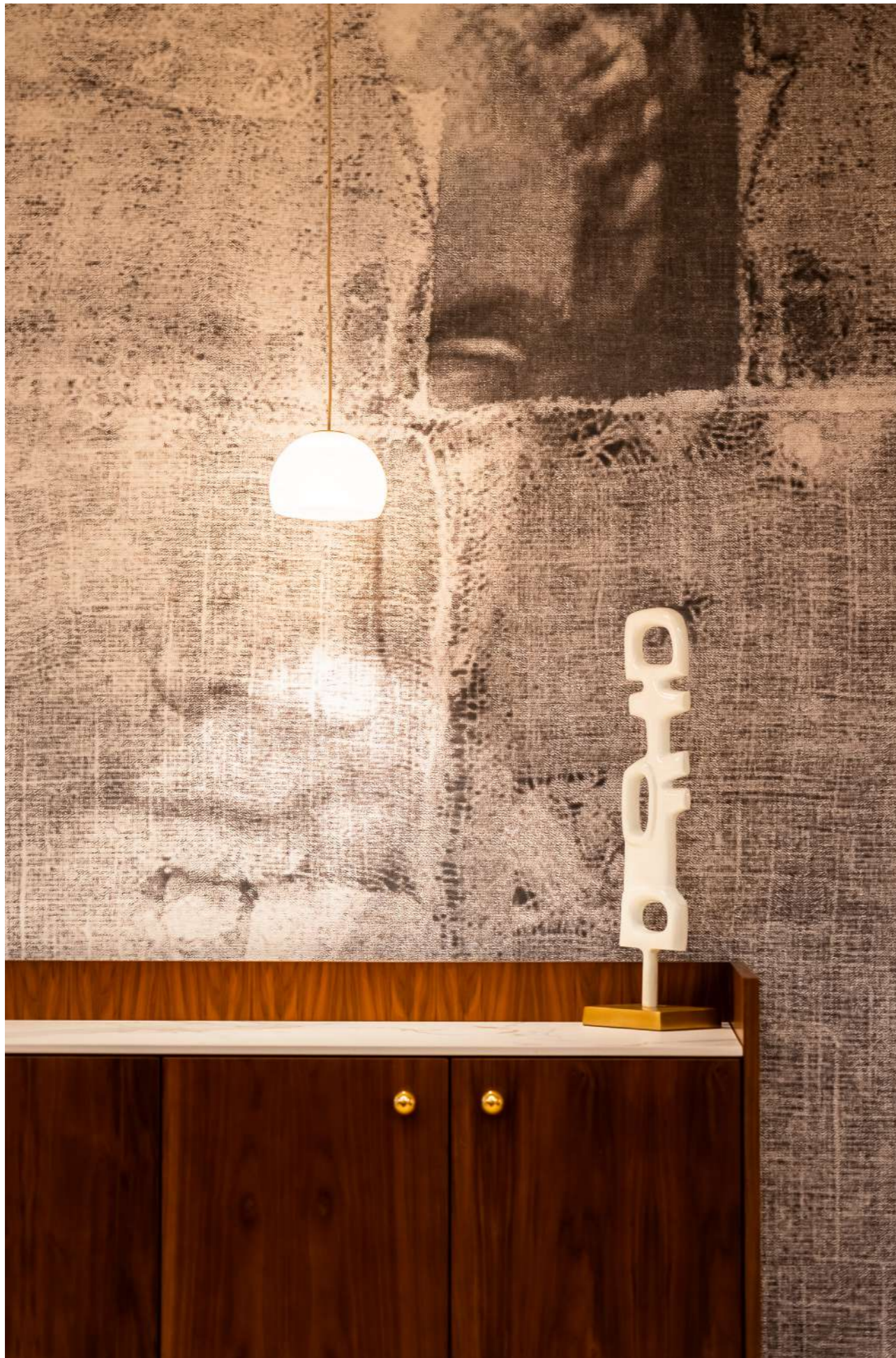


**CONFIGURATION: THEATRE**  
SEATS: 42





**CONFIGURATION: CLASSROOM**  
SEATS: 20



## SALON LOUVRE

SEMINAR | STUDY DAY

60M<sup>2</sup>

- Configuration: boardroom, classroom, theater, U-shaped
- Newly equipped meeting room
- Connected screens
- Equipment and furniture on demand
- Located just steps away from the Louvre in the 1st arrondissement



**CONFIGURATION: BOARDROOM**  
SEATS: 36



**CONFIGURATION: THEATRE**  
SEATS: 60



**CONFIGURATION: CLASSROOM**  
SEATS: 28



**CONFIGURATION: U-SHAPE,**  
SEATS: 32



## SALON IL PALAZZO

SHOWROOM | FASHION SHOW | SEMINAR  
| STUDY DAY | PRIVATE RECEPTION  
130 M<sup>2</sup>

- Cloakroom: 30 m<sup>2</sup>
- Configuration: boardroom, classroom, theater, U-shape
- Seated meal, standing cocktail, cabaret
- Equipment and furniture upon request
- Located near the Louvre in the 1<sup>st</sup> arrondissement



**CONFIGURATION**

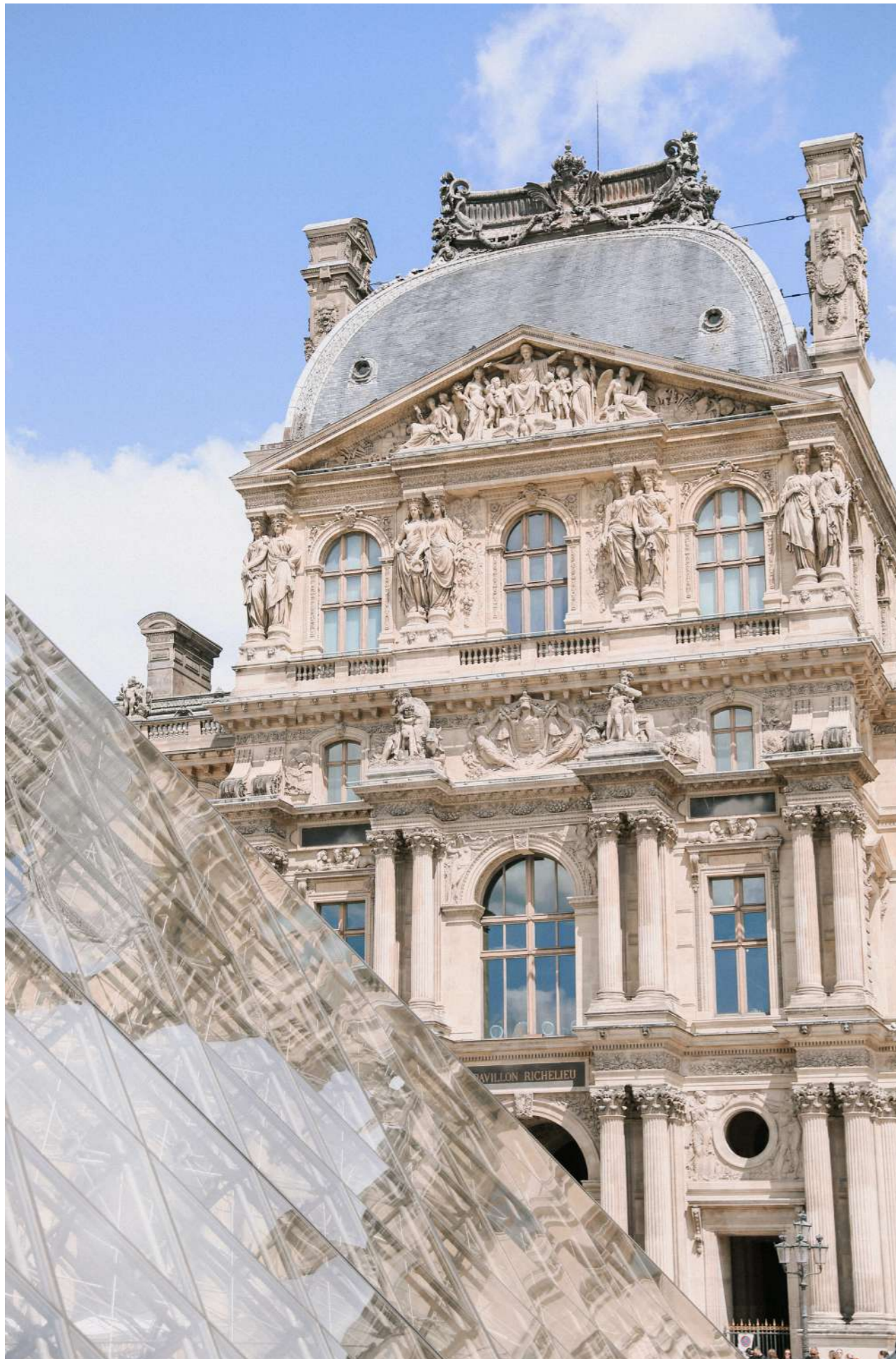
**BOARDROOM: 50 SEATS U-SHAPE: 45 SEATS CLASSROOM: 50 SEATS THEATRE: 120 SEATS**

**SEATED MEAL: 100 SEATS STANDING COCKTAIL: 250 SEATS CABARET: 60 SEATS**



# IN THE VICINITY





## 1<sup>ST</sup> ARRONDISSEMENT

7 RUE DE L'ÉCHELLE, 75001 PARIS

- Accessibility: Pyramides Metro Station (Line 14 & 7), Palais Royal Metro Station (Line 1 & 7)
- Nearby: The Louvre, Rue Saint-Honoré, Tuileries Garden, Opéra Garnier, Palais Royal Garden, and Les Halles
- On-site: El Vecino, a Mexican taqueria, and Buckwheat, a Normandy crêperie



**MACHEFERT**  
GROUP

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MACHEFERT GROUP



# MACHEFERT GROUP



# 01

## OUR HISTORY

Since its inception in 1992 by Patrick Machefert and Christiane Derory, the hotel group has made its mark in its era with its spirit of family, both independent and contemporary.

True entrepreneurs at heart, this passionate couple quickly stood out by envisioning the concept of the «boutique hotel,» a concept now widely embraced and acclaimed across the globe.

With establishments in Paris, Saint-Tropez, and Marrakech, Machefert hotels are genuine living spaces where vibrant energy, boundless creativity, and a freedom to think and act intertwine, offering new perspectives on the French Art of Living and Hosting.

This vision of hospitality is passed down through generations, with the arrival of their son Kevin Machefert as CEO of the Group on January 1, 2022.

Each hotel and restaurant reflects a unique story, universe, inspirations, and a strong concept that contributes to a surprising and multifaceted experience, imbued with the group's familial and convivial values.

They astonish as much as they stand out, paying homage to historic buildings that house them: envisioning the future by celebrating the past, constantly renewing by imagining new scenarios to redefine hospitality.

All of this serves a crucial purpose: to evoke powerful emotions in our guests, ranging from astonishment, pleasure, well-being, and joy to wonder and desire.

With this ever-reinvented little «je ne sais quoi,» which will never leave one indifferent...



## 02

### OUR VISION

Our hotels and restaurants are not just stops wrapped in beauty and comfort; they are vibrant places that generate diverse and unexpected emotions and sensations.

# INTERVIEW

## KEVIN MACHEFERT, MACHEFERT GROUP CEO

### What is your strategic vision for the group in the short and long term?

Je considère notre entreprise comme I view our company as a unique and family-oriented organism, setting us apart from other groups.

It is through this approach that I aspire to become a leader in boutique hospitality in France, combining our daring spirit with a welcoming atmosphere that characterizes our group.

The audacity that guides the creation of each hotel drives us to develop conceptual, innovative, and exclusive hospitality. I aim for our group to continue

diversifying by offering products not solely tied to accommodations, such as Food & Beverage (F&B), spas, or events.

### What are the main objectives you aim to achieve by the end of the three-year plan by late 2024?

The three-year plan aims to transform the group into an industry leader through a comprehensive and sustainable approach.

The first pillar involves the radical transformation of half of our establishments to modernize and make our concepts appealing.

Upgrading the positioning of our establishments is also a significant objective, in order to provide an exceptional customer experience.

Personalization of service will be paramount, with the goal of offering an ultra-personalized experience to our customers, whether online or in person.

A new, efficient, and innovative management approach has been implemented across all sectors of the group, utilizing technology to optimize processes. To embody this transformation, we have developed a new, powerful, and distinctive group image.

Social and environmental responsibility is at the core of our ambition, and we will implement concrete actions to reduce our ecological footprint and promote a culture of responsible business, including the establishment of the Machefert Academy.

### How do you manage innovation within the company to remain competitive in the market?

A very good question indeed. For our family group, innovation is an essential component of our evolution. We are not hesitant to take risks during the development of «hospitality-tech» solutions. This willingness to challenge immature yet highly potential solutions, while envisioning futuristic concepts for our customer journey, keeps our competitiveness at its peak.

In our hotel group, we believe that innovation is paramount, and we are never dogmatic about the origin of a good idea. The idea that is best developed, most evolutionary, or even most realistic

is the one that's embraced, regardless of its source.

Furthermore, to remain innovative and competitive, we foster curiosity and maintain a dynamic competitive watch that extends beyond the mere tourism sector. These ambitious goals drive us to stay ahead and stay relevant to our customers.

### How the group contributes to sustainability and social responsibility?

Our group's contribution to sustainability and social responsibility is ongoing. We take pride in being the first hotel family to respond to the needs of healthcare workers during the Covid pandemic, as well as the needs of foreign nationals stranded in France, women victims of violence, families affected by the crisis, and Covid patients. In many hotels, efforts have been made to appropriately accommodate all these segments of our society.

Regarding our social responsibility, we've established the Machefert Academy, a training school for new recruits who haven't yet acquired the codes of hospitality and/or the art of reception but aspire to enter this field with the Machefert group.

Furthermore, we intend to establish partnerships with certain public service associations to aid individuals in difficulty to reintegrate into French society, benefiting from the support of our family group.

**How do you ensure that the company attracts and retains the top talents in the industry ?**

Our group seeks a wide range of profiles, but above all, we value versatility. One of the attractive factors of our group is undoubtedly the diversity of tasks offered in all fields of expertise. Added to this is early empowerment in a collaborator's career, as well as efforts towards quality of work-life (QWL).

Furthermore, I believe that our group's dynamism and multitude of projects, which culminate in high-end and original establishments after significant development efforts, are factors of attraction and retention. Additionally, talent retention in our sector's best professionals occurs within our group, as I believe in meritocracy and a fast career progression for those who put in the effort.

Moreover, what likely sets us apart from other companies is the mobility between establishments and dining locations, both in Paris, abroad, and regionally. This mobility keeps teams on their toes, showcasing the influence each individual can have and the contribution they can make to the overall project, thus reinforcing a sense of belonging to a collective endeavor. These projects enable teams to forge strong bonds and awaken a shared aspiration for success and advancement within the Machefert Group, both as individuals and as a collective, thereby fostering collective inspiration.

**How do you approach competition and what are your competitive advantages?**

We approach competition with immersive, experiential, authentic, and artisanal concepts that will set us apart for our customers. Our stays go beyond mere accommodations, encompassing gastronomic experiences, unique events, and spas that will embody our aim to be the ultimate reference in distinctive and surprising hospitality.

We strive for each of our establishments to possess that certain «**JE-NE-SAIS-QUOI**» that characterizes us so much. Our customer journey will revolve around personalizing the stay, particularly through the use of hospitality-tech, in order to offer unprecedented and memorable experiences.

**What are the recent projects or initiatives within the group that you are most proud of?**

Within the group, numerous aspects make me proud and deserve mentioning, notably the collaborative and supportive initiatives I mentioned earlier. The human aspect is also crucial to highlight: all of our employees are motivated to achieve our common goals, and our leadership teams strive to manage our establishments in the best possible way.

I am particularly proud of our first opening as part of the three-year plan, which only took 1 year and 3 months after the launch of this plan: Le Montijo, a Spanish dining cellar located in Batignolles. This project is an overall success and generates shared pride within the Machefert Group. Lastly, I feel immense pride in the group's new image, which is in constant evolution and is beginning to shine in our industry.

**What growth opportunities are you considering for the future of the company?**

Our group must continue its momentum by developing high-end boutique hospitality both in France and internationally. Simultaneously, we plan to structure our F&B (Food & Beverage) business as an autonomous entity within the Machefert Group.

Lastly, my aim is to extend our French expertise in hotel management to third parties by offering management contracts for the benefit of entities such as real estate firms, owners, real estate investors, or other boutique hoteliers.

**To conclude, it appears that you have an unconventional career path. Could you tell us a bit more about it?**

I wouldn't characterize my career path as unconventional, but I certainly didn't have a background destined for the hospitality industry. A graduate of École Jeannine Manuel, I took a different route compared to the vast majority of my friends who pursued studies abroad (USA, UK, China, Canada). I spent 3 years in Paris preparing for the HEC entrance exams.

Following that, I joined SKEMA Business School for the Grande École program and subsequently spent 2 years in London, where I earned a Master's degree in Finance and Accounting from the London School of Economics (LSE).

I joined the Group in 2014 with no significant prior experience in the hotel industry, apart from a familial perspective. I climbed the ranks independently, taking over the direction of Murano Paris and completely evolving it by launching 1K Paris, Inka Paris (France's first Peruvian/

Nikkei restaurant), and Mezcaleria (a Mezcal-focused speakeasy in Paris).

After spending 2 and a half years inaugurating these new concepts at 1K Paris and repositioning the establishment, I moved to the corporate headquarters as Chief Commercial, Marketing & IT Officer.

The years during COVID led me to delve into all the business aspects of the Group, and it was a natural progression that in January 2022, I took over as CEO of the Group to launch the three-year «Reputation» plan, which we are still in the midst of in 2023.





## OUR VALUES

Machefert Group puts emotion at its heart, giving meaning to everything it does. Machefert was born of a family. From this family flow values and a vision of life that we want to share, to see it grow a little bigger every day.

### OBSTINACY

Inherently entrepreneurial, our projects stem from genuine convictions and an unwavering determination to satisfy our guests. This is how the rigor, quality, and excellence of our offerings lie at the core of our identity and the expectations of each of our customers. Never do things by halves, but always go the distance, and beyond.

### PLEASURE

For our collaborators as much as for our clients, this is what drives us above all and foremost. Because enjoyment is life, and it is contagious... That's why our hotels are places of life, within which memories are created, laughter bursts forth, and moments of joy take shape.

### GENEROSITY

Our clients are more than just clients. They are our hosts, complete individuals whom we take pleasure in welcoming, in welcoming properly. Like a spirit of family, we place listening and empathy at the heart of our daily actions and choices. A benevolence that extends towards our teams and our environment.

### BOLDNESS

Always pushing the boundaries for our clients, offering experiences like no other, at Machefert, we operate under the belief that anything is possible. It's just a matter of wanting it, envisioning things far and wide, with a vibrant, unbridled enthusiasm and a creativity that is eager to be expressed.

# 04

## OUR MANIFESTO

At Machefert, we believe in the power of the unexpected.

More than just providing excellent service, more than places with rich history, more than a concept without compromise, we unleash our generosity, our creativity, our boldness.

This way, we breathe new life into hospitality, infuse it with an extra dimension, a little «**JE-NE-SAIS-QUOI**» that catches you off guard, giving rise to a myriad of emotions, unpredictable sensations.

Moments that astonish, resonate, captivate, and exhilarate, forming smiles and crafting memories. Unique instances that lead away from the ordinary, far from the conventional, on the cusp of the sensational.

Welcome to our world, where you'll be remarkably welcomed.

**MACHEFERT GROUP,  
ESCAPE THE ORDINARY**

**«OUR GOAL IS TO BECOME THE LEADING BOUTIQUE-HOSPITALITY GROUP KNOWN FOR EXCEPTIONAL AND SURPRISING HOSPITALITY.»**



# 05

## OUR KEY FIGURES

**3 DESTINATIONS**  
PARIS, ST-TROPEZ, MARRAKECH

