FRASER SUITES LE CLARIDGE CHAMPS ELYSEES:

Design Renaissance and Haute Couture orchestrated by Parisian designer Pascal Allaman

The 5 star serviced apartment Fraser Suites Le Claridge Champs-Elysées, 74 avenue des Champs-Elysées, previously a Parisian « Palace » hotel with a classified historic facade, celebrated its 100th anniversary in 2014.

Fraser Suites Le Claridge has just been splendidly refurbished and rejuvenated. The orchestra conductor of this superb revamp is the interior designer Pascal Allaman, creator of uniques sites, who takes to heart the conservation of the spirit and ambiance of this classical and iconic Parisian « palace », still inhabited by the souvenir of Marlene Dietrich, Colette, Edith Piaf, Jean Gabin, Georges Simenon, Ernest Hemingway, Joseph Kessel, Ray Charles....

« We had to restore the former glory and prestige of this emblematic site of Paris. We did not want to fall into the nostalgia of a prestigious past. Fraser Suites Le Claridge has a strong history but, it has always been ever changing, whether it was through the events of history or the will of its owners. We had to go back to the essential, profoundly grounded in the Parisian sophistication of FS Le Claridge. »

Built in 1914, the history of Le Claridge is particularly rich. During the 30s,40s and 50s, the hotel was one of the favourite places to stay and be seen for celebrities. Edith Piaf, Ray Charles, Ella Fitzgerald, Colette… used to visit the property regularly. Le Claridge was the inspiration for Simenon’s « Majestic Hotel », mentioned in the « Maigret » series. Hemingway also regularly visited the bar, Marlene Dietrich and Jean Gabin had chosen it for their romantic escapes...

This beautiful building, located on the Champs-Élysées, has been entirely renovated, revisited and offers 110 prestigious Suites furnished with elegance and featuring original elegant marble bathrooms and a fully equipped kitchen.

The luxurious serviced apartments Fraser Suites Le Claridge Champs-Elysées, Parisian five star jewel of Frasers Hospitality crown, with an historic classified facade, has invested in a major
refurbishment programme with a brand new decoration combining Parisian modernity and classical style and, a whole new design restoring its former glory and bringing a new life to this Parisian « palace » opened in 1914.

Today, FS Le Claridge offers the best of Parisian good taste in a spirit of modernity raised by a wonderful impeccable designer touch. The Parisian architect and designer, Pascal Allaman, has infused new life in Fraser Suites Le Claridge and has shaken a little the established codes.

The range of bright colours used remind the great names of the French fashion world, harmony between black and beige with the beloved Coco Chanel carpet representing the checkerboards black and white stones of the Parisian elegant « hôtels particuliers ». A set of blue colored stripes painted on the walls recalls the moldings of the Haussmann apartments... The wild silk used for the curtains, the velvet of the chairs and the leather wool plaids give the whole decoration that feeling of luxury and elegant comfort associated with the image of the great moments of Le Claridge. The large mirror placed on the floor in the spirit of fitting rooms of the famous Haute Couture houses with the « Résidence Claridge » logo at the top, just like a signature.

A view from the Luxembourg Gardens reproduced on a canvas in sepia tones evokes both charcoal drawings of the Parisian salons of the 18th century, as well as the garden on which Le Claridge was first built. This great visual forming the headboard brings a lot of serenity to the room. The apartments have panoramic views of the Champs Elysées and some great Parisian monuments (Etoile, Grand Palais, Tour Eiffel...), or a view of the vast, elegant, peaceful and green patio of the residence.

Fraser Suites Le Claridge enjoys a prime location on one of the most famous avenues in the world, close to the Arc de Triomphe. Located in the heart of the business and fashion district, the hotel is near the most luxurious fashion shops in the world. Not far away, the Parc des Tuileries offers a large green space in the heart of the city. When the evening comes, Fraser Suites Le Claridge residence is perfectly located to enjoy the many restaurants, brasseries, cafés and Paris nightlife high sites.

Serviced apartments are an alternative to traditional hotels and are increasingly appreciated and requested by business and leisure travellers. Fraser Suites Le Claridge offers short and long stays. This residence allows both to benefit from all the practical aspects of a luxury hotel while feeling perfectly at home (fully fitted kitchen, large dressing area...).

« The apartements of Fraser Suites Le Claridge offer more space than in an ordinary luxury hotel », explains Guus Bakker, COO Frasers Hospitality Europe, Middle East and Africa. « The services offered transform the apartments into real homes and give the residents the opportunity of discovering the city as if they lived there. »
Fraser Suites Le Claridge, 74 Champs-Élysées, 75008 Paris
The Claridge offers 110 Suites and prestigious apartments from 35m² (Executive Suites) to 170m² (Pacha de Marrakech 3 bedrooms Presidential Suite):

Services:
Each Suite is equipped with a fully fitted kitchen (fridge, freezer, dishwasher, oven or microwave oven, electric kettle, coffee maker, Nespresso machine, toaster, glassware, crockery, cutlery and many kitchen utensils,... as well as an elegant bathroom (some are still decorated with the period mosaic tiles perfectly preserved). All apartments also have everything a business or leisure traveler has come to expect: complimentary WiFi throughout the residence, DVD player, stereo set with CD player and iPod dock, flat screen TV in each room (international channels),... L’Occitane en Provence bathroom amenities. The residence offers a level of impeccable service: EConcierge to prepare your stay in advance, multilingual concierges available 24 / 24, well equipped gym, daily housekeeping service, breakfast served at the Café Elysées, meeting rooms and laundry service.

Service de Presse FRASERS HOSPITALITY en Europe:
Sandrine Perret / David Moore / Charlotte Zimmermann
T.M.C. Echos France
Tél. : 01.39.12.45.15 / Portable : 06.71.20.48.48
E-mail : frasershospitality@mooretmc.com
INTERVIEW PASCAL ALLAMAN, interior designer responsible for the Renaissance of Fraser Suites Le Claridge Champs Elysées

- What seduced you in the project to refurbish Fraser Suites Le Claridge?

The objective was to restore the prestige and former glory of a Paris landmark, ideally located on the most beautiful avenue of the world! The history of this hotel is amazing. Created to be the most beautiful palace in Paris, it was converted into a hospital by the needs of the post war before returning to its original purpose. The list of personalities who have stayed there and loved its walls fascinates me: Colette, Hemingway, Ray Charles or, even, Marlène Dietrich!...

- What were your sources of inspiration and different visions when staging Fraser Suites Le Claridge?

The decoration of FS Le Claridge is inspired by the aesthetic vocabulary of the « hôtels particuliers » of the Champs-Elysées, as well as from the big brands of Haute Couture and French luxury that surround the residence. The period of the decorative arts of the 1940s, for their way of reinterpreting classics and making them timeless served as the basis for reflection on the design of furniture. The floors are treated with geometric designs in the strong graphic that enhances the effects of perspective. The colour schemes and materials used echo the great names in fashion. Chanel, black and beige, winks marble floor checkered black and white. Yves Saint Laurent black and blue to underline the outline of the walls in the Suites, just like the traditional Haussmann moldings. Touches of bright colours are used as a graphical punctuation. Natural light during the day and more elaborate light at night ...

- The most complex challenges of refurbishing FS Le Claridge?

Working on a site so full of history! And, intervening rapidly while generating the least possible disruption.

- Your favourite(s) apartment(s) in FS Le Claridge? The one you would really like to stay in?

The duplex apartments on the top floor of the residence, a real house on the roofs with an incredible view over the roofs of the Grand Palais and the Eiffel Tower. If I had to pick one, the one where Colette lived for a few years has a fantastic terrace.