

FOR IMMEDIATE RELEASE

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Pierre-Yves Rochon Designs Hotel Keppler Champs-Elysées

Renowned French interior design firm creates modern luxurious environment

PARIS, 14 AUGUST – Renowned French interior design firm, Pierre-Yves Rochon (PYR), has recently completed the design of the Hotel Keppler Champs-Elysées. The boutique hotel is reopening its doors with PYR's renovation in August 2007.

PYR was asked to design the renovation of the entire 39-key hotel, bringing classical French and contemporary aesthetics together into a unique and memorable setting. The project includes all guestrooms, a penthouse suite, library bar, fitness center and conference rooms as well as the transformations of a courtyard into a delightful winter garden with a spectacular glass roof, and a dark basement into a lovely light-filled breakfast room. Located just steps away from the prestigious Champs-Elysées in Paris, the Hotel Keppler describes its new environment as “smart, witty and sophisticated... an unforgettably glamorous space.”

Mr. Rochon's design philosophy has always centered on the guest experience, offering a refined yet comfortable atmosphere. The result is a luxurious yet residential experience, a celebration of warmth and elegance. A “home away from home” is created with attention paid to every detail, including the incorporation of natural daylight and garden elements. The spaces feel more like a Parisian residence than a hotel.

About PYR

Founded by Mr. Rochon in 1979, PYR is world-renowned for its award-winning interior environments for hotels, private residences and restaurants and has completed projects in Europe, Africa, the Middle East, North and South America. The firm's prestigious commissions include the Four Seasons Hotel in Paris, Florence, New York and Washington D.C.; the Ritz Hotel in Paris and Lisbon; Le Meridien at Beverly Hills Hotel and the Hotel Sofitel in Chicago, New York, Buenos Aires and London. Restaurant commissions include L'Atelier de Joel Robuchon in New York, Paris, London, Las Vegas, Hong Kong and Tokyo; Maison Prunier and Restaurant Pre Catelan in Paris; Alain Ducasse's restaurant Benoit Tokyo; and Paul Bocuse's L'Ouest Express restaurants. PYR maintains offices in Paris and Chicago.

High resolution images available upon request.

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