

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER



Hôtel de Paris

MONTE-CARLO

Chopard

The Hotel de Paris Monte-Carlo unveils a glittering Christmas Tree in partnership with Chopard : Happy Chopard Christmas Tree!

Monte-Carlo Société des Bain de Mer's flagship, the Hotel de Paris Monte-Carlo is delighted to announce an exclusive partnership with Chopard to celebrate the holiday season. The majestic 7-meter tree - which reins over the iconic, Belle Epoque hotel lobby - is inspired by Chopard's signature Happy Hearts bracelet from their celebrated Happy Diamond's collection, giving this year's Christmas decorations a sparkling new *allure*.



Chopard's Happy Hearts, which feature varying colors from the luxury brand's signature collection – including turquoise, mother-of-pearl, onyx are wrapped around Hotel de Paris Monte-Carlo's Christmas tree, which is trimmed. Chopard's Happy Hearts, which feature

varying colors from the luxury brand's signature collection – including turquoise, mother-of-pearl, and onyx – are elegantly intertwined with the Christmas tree.

Inspired by rays of sunlight falling on droplets of water, the tree is trimmed with a cascade of lights and diamonds that illuminate the entire lobby. To complement the tree, the hotel's grandiose columns are harmoniously adorned with pine needles and sparkling lights, whose reflections in the mirrors create a stunning optical effect throughout the space. Accompanying the magical *décor* that fills the lobby, a fresh pine fragrance wafts through the air, recalling winters in the snow-capped mountains.

In addition to the hotel's iconic lobby, Chopard's emblematic diamonds and hearts meet again in the exceptional Hotel suites, mythical Bar Américain and opulent Salle Empire. A great omen as 2016 comes to a close, the lightness of the celebrations embraces the carefreeness of a gentle, tender and happy atmosphere.

About Chopard

Passion for excellence

Louis-Ulysse Chopard founded his own workshop in 1860 in Sonvillier, the Swiss Jura. Since 1963 Chopard is owned by the Scheufele family and its headquarters are located in Geneva. Internationally renowned for its watch and jewellery creations, the Group today employs over 2000 people worldwide. It is independent and vertically very integrated, controlling the entire process from design to distribution through 1500 points of sale and more than 160 dedicated boutiques. Over 30 different crafts are practised in three manufacturing sites with a strong emphasis on in-house training. Chopard has built its reputation on iconic collections such as "Happy Diamonds", "Happy Sport" and "Mille Miglia". The firm is also highly recognized for its High Jewellery creations and fine watchmaking and manufacture expertise, expressed in the L.U.C collection. Chopard is a faithful partner of the Cannes International Film Festival and legendary classic car events, such as the Mille Miglia in Italy and the Grand Prix de Monaco Historique.

According to two of its fundamental values, respect and social responsibility, Chopard is strongly committed to various philanthropic organizations. In 2013, Chopard launched "The Journey"; a multi-year programme deepening its commitment to sustainable luxury, by sourcing from businesses that are demonstrably committed to responsible, ethical, social and environmental practices.

About Hôtel de Paris Monte-Carlo

Since its creation in 1864, customers from around the world have been rushing to the Hôtel de Paris Monte-Carlo, which, in the words of François Blanc, founder of Monte-Carlo Société des Bains de Mer "surpasses everything that has been created until now". Errol Flynn celebrated his wedding here, in the company of the whole of Hollywood; Winston Churchill has stayed in one of its suites. Still today, the elite continue to grace its doors: kings, princes, heads of state, artists and international stars. The legend of the Hotel de Paris Monte-Carlo lives on! And while it is en route to its third 'plenitude' it is about to be turned into a palace-boutique with 50 rooms, until it is fully renovated in 2018.

About Monte-Carlo Société des Bains de Mer

Since 1863, Monte-Carlo Société des Bains de Mer has been a shining beacon thanks to its exceptional establishments, jewels in the crown of glamour, luxury and elegance. 4 casinos, including the legendary Monte-Carlo Casino, 4 hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), and 33 restaurants including 4 which have 6 prestigious Michelin stars between them reinforce the idea we have of made-to-measure. A 150 years of history have shaped the soul of this legendary resort, which offers an experience uniting luxury, well-being and gastronomy. Monte-Carlo Société des Bains de Mer, guardian of its historical role in the city's economic, social and cultural development, will reveal in September 2018 the splendid renovation of Hôtel de Paris Monte-Carlo and the completion of a major urban planning project at the heart of Monte-Carlo.



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