





<u>Maisons</u> <u>Pariente</u>

What's the idea? Founded by ex-fashion entrepreneur Patrick Pariente – of Naf Naf fame – and his daughters Leslie Kouhana and Kimberly Pariente, this family-owned French hotel group has a knack for five star properties that feel more like private homes.

Where is it? Its trio of chic hotels neatly showcase the different faces of French travel. Hôtel Crillon le Brave is a labyrinth of stone buildings on a Provence hilltop, there are sunny, retro-tinged rooms at Hôtel Lou Pinet in Saint-Tropez and Le Coucou, designed by Pierre Yovanovitch, has injected skiing mecca Méribel with some much-needed fun.

Why should I stay? For total refuge. There's no copy-paste concept here, so expect a different personality at each property, but there are a few guarantees – expansive natural surrounds, carefully curated art collections and plenty of personalisation. The whole experience is designed as an antidote to the standardised service of the large luxury chains.

What's next? A much anticipated Paris property in the heart of Le Marais. Promising to offer something different in the family's native city, Le Grand Mazarin is due to arrive next spring with 63 rooms and suites, an all-day dining restaurant concept and an underground bar. maisonspariente.com

ge.
each
ntees
d
le
bte
Paris
ent
i
with
ing