

HOT PROPERTY

## SEINE SCENE

The latest hotel from LVMH's Cheval Blanc group opens in a historic building in the heart of Paris.

**PARIS MATCH**  
A room at the Cheval Blanc Paris overlooks the Seine.



**T**HE CHEVAL BLANC hotel opening in Paris this month—a new flagship for the LVMH-owned brand—features the work of around 600 painters, sculptors, furniture makers, lantern makers, ceramicists and textile designers. New York architect Peter Marino has transformed the former La Samaritaine department store, an art deco landmark, into a new showcase for artists and craftsmen. “This hotel had to symbolize French luxury,” he says.

LVMH chief executive Bernard Arnault purchased the department store's two adjacent buildings in 2001, shutting down its retail operations four years later due to structural issues with the sites. This past summer, after a 16-year hiatus, La Samaritaine finally returned to its main Belle Epoque building behind the

Rue de Rivoli. Next door, the new 72-room hotel features wraparound views of the city through riverfront windows lining its restored historic facade. “It’s the only hotel in Paris where you are into the water, into the Seine, from wherever you are in the building,” says Andrea Guerra, LVMH’s head of hospitality.

Inside, the Dior spa features one of the longest hotel pools in Europe, and the four bars and restaurants include the first outpost outside Italy of Langosteria, the fashionable seafood restaurant whose Portofino location is frequented by the Arnault family, says founder Enrico Buonocore. “In every part of our restaurant you see amazing Paris,” says Buonocore. “Sacré-Coeur, Notre-Dame—the view is really, really incredible.” *chevalblanc.com.* —Jay Cheshes



PARTNERSHIP

## LUNAR ECLIPSE

Ceramic artist Young Sook Park is among the artists credited with reviving the art of moon jars, vases made with a milky-white Korean porcelain, named for its resemblance to the moon, that originated in the Joseon dynasty. Park’s ethereal vessels caught the attention of Charles de Viel Castel, whose jewelry brand, CVC Stones, sets diamonds in common pebbles. They have collaborated on a series of moon jars and pendant necklaces set with rippling patterns of diamonds that debuts in September at Park’s YSP Gallery in New York and on Moda Operandi. *For details see Sources, page 178.* —Jill Newman



TIME MACHINES

**Longines’s Master Collection is adding a moon-phase watch to its women’s offerings. As shown, the 34-millimeter timepiece features diamond hour markers, a sunray blue dial and a stainless-steel bracelet. For details see Sources, page 178.**



Seafood restaurant Langosteria is opening its first location outside Italy at Cheval Blanc.



The 100-foot pool at the hotel's Dior spa is lined with French limestone.

## DIGITAL EXTRA CHEVAL

The Cheval Blanc hotel opening in Paris this month—a new flagship for the LVMH-owned brand—features the work of some 600 painters, sculptors, furniture makers, lantern makers, ceramicists and textile designers. New York architect Peter Marino, who has designed boutiques for the likes of Dior, Fendi and Chanel, has transformed an art deco landmark, the former La Samaritaine department store on the right bank of the Seine, into a new showcase for artists and craftsmen. “This hotel had to symbolize French luxury,” he says of the project’s design brief.

The 72-room property, Marino’s first top-to-bottom hotel commission, also had to embody the personal passions of Cheval Blanc owner, contemporary art patron and LVMH chief executive Bernard Arnault. “This is sort of a pet project of Mr. Arnault,” says Marino, “a kind of ultimate statement of LVMH.”

Arnault purchased the department store’s two adjacent buildings in 2001, shutting down its retail operations four years later due to structural issues with the sites. This past summer, after a 16-year hiatus, La Samaritaine finally returned to its main Belle Epoque building on the Rue de Rivoli. The Cheval Blanc launching in its sibling next door features wraparound views of the city through the riverfront windows lining its restored historic facade.

“It’s the only hotel in Paris where you are into the water, into the Seine, from wherever you are in the building,” says Andrea Guerra, who started as

LVMH’s head of hospitality last year, overseeing the company’s new push into luxury hotels.

The Dior spa at Cheval Blanc Paris features the longest hotel pool in Europe, lined with French limestone and stretching 100 feet. The four bars and restaurants include a new gastronomic destination, Plentitude, from three-Michelin-starred chef Arnaud Donckele, of Cheval Blanc St. Tropez. On the seventh floor is the first outpost outside Italy of Langosteria, the fashionable seafood restaurant whose Portofino location is frequented by the Arnault family, says founder Enrico Buonocore. Seating extends from the Marino-designed dark-wood dining room, with an oversize raw bar, into a garden perched above the Seine. “In every part of our restaurant you see amazing Paris,” says Buonocore. “Sacré-Coeur, Notre-Dame—the view is really, really incredible.”

The hotel’s art collection includes work from French contemporary artists like brothers Florian and Michael Quistrebert along with new commissions from international art stars like Brazilian Vik Muniz, whose 12-foot-high pigment prints of the Eiffel Tower hang in the lobby. A bronze sculpture of a rearing horse, a symbol of the Cheval Blanc brand, also in the lobby, is by architect Frank Gehry, who designed Arnault’s Fondation Louis Vuitton, also in Paris. Marino sprinkled his own abstract paintings, sculpture and original furniture throughout the building too. “I did sneak them in, as the frustrated artist that I am,” he says.

Marino says he is especially proud of the hotel’s least visible corners. He filled the hallways with colorful lithographs by Sonia Delaunay and his own cubist-print carpeting. “I said, If I can actually get a hotel corridor that is not the most depressing thing in the world, I will have massively succeeded,” he says. Public restrooms too are hung with original art. And each of the spa’s treatment rooms has its own design motif, referencing the life of Christian Dior, in textured bas-relief. “I’ve worked with Dior for almost 30 years,” says Marino, of the LVMH-owned fashion brand, “so that was easy and fun.”

Now Marino is designing Cheval Blanc’s first American outpost, currently in development in Beverly Hills, California. “We were so happy with what Peter had done in Paris,” says Olivier Lefebvre, head of the hotel brand at LVMH. “We were at the end of the project, and we were all saying, What’s next?”

## SOCIAL TAGS

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