

## PARISIAN HOTEL BRINGS BACK THE ROARING TWENTIES WITH VIBRANT REBRANDING



**PARIS, OPERA (Aug. 24th, 2021)** – Millennium Hotels and Resorts is marking M Social’s first outpost in Europe with the opening of M Social Hotel Paris Opera on 31 August. The new lifestyle offering will merge the elegance of the historical Parisian lifestyle with contemporary design, vibrant art and inviting rooms to create an enchanting retreat for guests to gather, work and discover all that Paris has to offer.

The 163-room hotel is enviably located at 12 Boulevard Haussmann, in the heart of Opéra making it within walking distance to some of the city’s most famous landmarks including the Louvre, the Sacré-Cœur and the Moulin Rouge. To cater to a new diverse community of travellers, EUR 5.4 million was spent on refurbishing the former Millennium Paris Opera into more contemporary lodgings.

“People are in search of new and exciting experiences. M Social is all about creativity and passion. Combine this with the hotel’s central location and you have a winning formula to satiate travellers’ wanderlust,” said Mr Kwek Leng Beng, Executive Chairman of Millennium & Copthorne Hotels Limited. “With Europe re-opening, this is an opportune time for us to introduce M Social to this key gateway city.”

A hub for explorers, M Social Hotel Paris Opera features spaces that are designed to be accessible, comfortable and practical to guests’ needs with rooms that offer sweeping views overlooking the famous Boulevard Haussmann. The hotel is conveniently located near major shopping, art and cultural attractions of the Paris Opera district. Guests are guaranteed to experience Paris like a true Parisian in the heart of the city of lights escaping the hustle and bustle in timelessly stylish surroundings.

### **Artistically Infused**

Step back in time to 1920s elegance as soon as you walk through the revolving door into the hotel’s Art Deco foyer, made of marble surfaces, ornate chandeliers and a glass-roofed cupola. StudioCaid, the creative architects behind the newly renovated areas, describes the design concept as an exchange of styles that emphasises the contrast between classic and modern. They have incorporated into the design the artistic styles of the surrounding iconic infrastructures such as the Opera Garnier and the Louvre to create the “Hotel of Today”. Each room holds the history of Les Années Folles (in English “The Roaring Twenties”) and the future of M Social Paris. The newly renovated rooms allow guests to have an authentic Parisian experience within the comforts of today’s modern world. Accommodation choices range from cosy yet spacious Signature rooms that give views into the hotel’s peaceful inner courtyard to Grande Sweetie suites that offer separate living areas and breathtaking views of the Opera Garnier or the Sacré-Cœur.

The M Social brand was launched in Singapore in 2016. Millennium Hotels and Resorts plans to grow the brand in more cities with strong character, to capture diverse stories and build up a vibrant and creative community. M Social Hotel Paris Opera is the fourth location for the brand with other outposts in New York, Singapore and Auckland.

For more information, visit [www.millenniumhotels.com/en/paris/millennium-hotel-paris-opera](http://www.millenniumhotels.com/en/paris/millennium-hotel-paris-opera).

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#### **ABOUT MILLENNIUM & COPTHORNE HOTELS**

Millennium Hotels and Resorts (MHR) is the global brand of Millennium & Copthorne Hotels Limited (M&C), a global hotel company which owns, manages and operates over 145 hotels across some 80 locations. It has several distinct hotel brands, including Grand Millennium, Millennium, M Social, Copthorne and Kingsgate, throughout Asia, Europe, the Middle East, New Zealand and the United States. Its properties are in key gateway cities such as London, New York, Los Angeles, Paris, Dubai, Beijing, Shanghai, Seoul, Tokyo, Singapore and Hong Kong. Occupying the best locations around the world, MHR has the perfect address for business and leisure travellers. M&C is the hotel arm of Singapore-listed global real estate company City Developments Limited and is a member of the Hong Leong Group.

Visit [www.millenniumhotels.com](http://www.millenniumhotels.com) for more information.

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