



Ritz
PARIS

BUSINESS CASE RITZ PARIS X GOBELINS

NOVEMBER 2025



A LEGENDARY HERITAGE

ONCE UPON A TIME...



CÉSAR RITZ

1850 – 1918

Swiss hotelier born in Niederwald, Canton of Valais

He is the creator of the “grand hotel”, introducing new standards to luxury hospitality

A notorious perfectionist, he had a successful career in various hotels in Europe, notably in Baden-Baden (Germany), Menton (French Riviera), Rome and London

In 1898, he founded the Ritz Paris, the first hotel bearing his name at 15 place Vendôme

A big adept of progress and modernity, he introduced remarkable innovations for his time: the Ritz Paris was the first hotel to have electricity and bathrooms for each individual room

– *Founder of modern luxury hospitality* –

ONCE UPON A TIME...

AUGUSTE ESCOFFIER

1846 – 1935

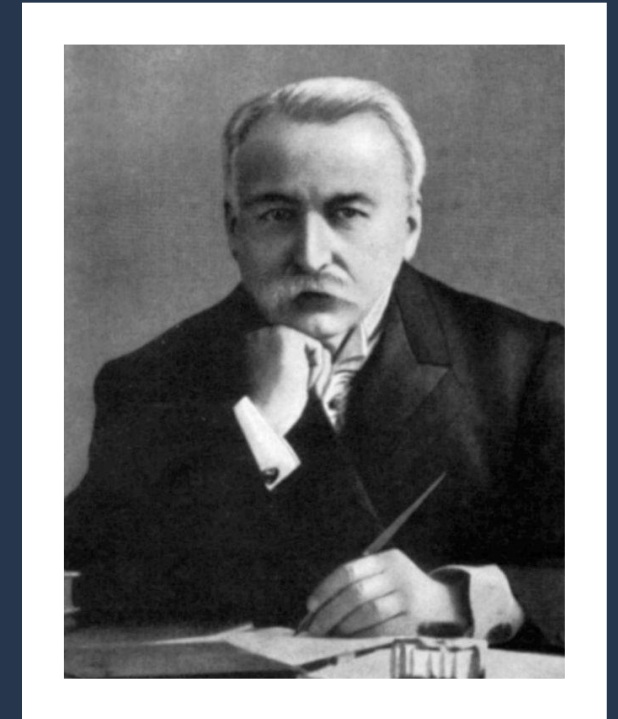
French Chef born in Villeneuve-Loubet, Provence

He is known for modernizing French cooking methods and codifying the five mother sauces

His path crossed that of César Ritz, with whom he worked for several years mainly in London, then at the Ritz in Paris

Thanks to their collaboration, they contributed into placing French gastronomy on the global stage, earning him the honor of being the first Chef to be presented with a medal of Officer of the Légion d'honneur

He authored several books which are still considered as classics up until today



– King of chefs and chef of kings –

A STORY WITH INSPIRING MILESTONES...



1686
Place Vendôme
is built



1898
(June 1st)
Ritz Paris is inaugurated



1930
The façade becomes a
Historic Monument



1956
Charles Ritz opens
L'Espadon



1988
Ecole Ritz Escoffier
is created



1992
Vendôme Column becomes
a Historic Monument



2021
Ritz Paris Le Comptoir is
inaugurated rue Cambon

1806-1810
Vendôme Column
is erected



1911
Ritz Paris is extended with a
new building rue Cambon



1944
Ernest Hemingway "frees"
the Ritz Paris



1989
The spa is inaugurated,
now Ritz Club & Spa



2012-2016
The hotel undergoes
an extensive renovation



...AND ICONIC CHARACTERS



MARCEL PROUST

MARIA CALLAS

GABRIELLE CHANEL

ERNEST HEMINGWAY

AUDREY HEPBURN

F. SCOTT FITZGERALD

DUKE OF WINDSOR

CHARLIE CHAPLIN

PRINCE OF WALES

AMONG OTHERS

WITH EVERLASTING VALUES, SUPPORTED BY REAL COMMITMENTS



French Elegance



Festive Attitude



A Sense of Caring



Client-centric Inventiveness



A Living Legend

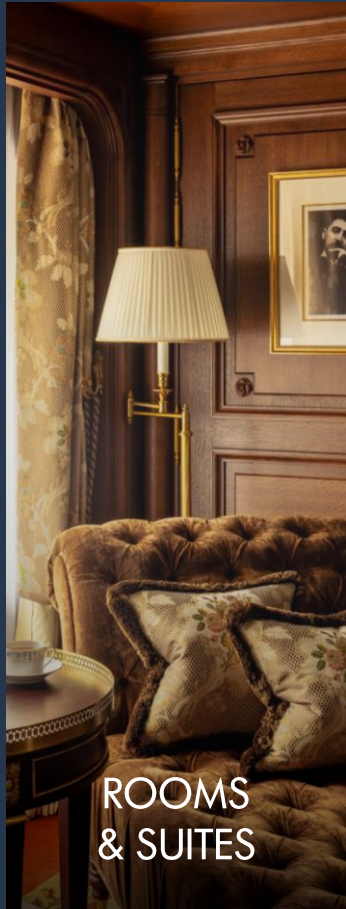
The logo for the Ritz Paris, featuring the word "Ritz" in a large, elegant, cursive script, with the word "PARIS" in a smaller, simple, sans-serif font directly below it. The logo is printed on a white fabric awning.

Ritz
PARIS

THE RITZ PARIS TODAY



CRAFTING UNFORGETTABLE EXPERIENCES IN SEVEN CATEGORIES



ROOMS
& SUITES



RESTAURANTS
& BARS



SPA
& FITNESS



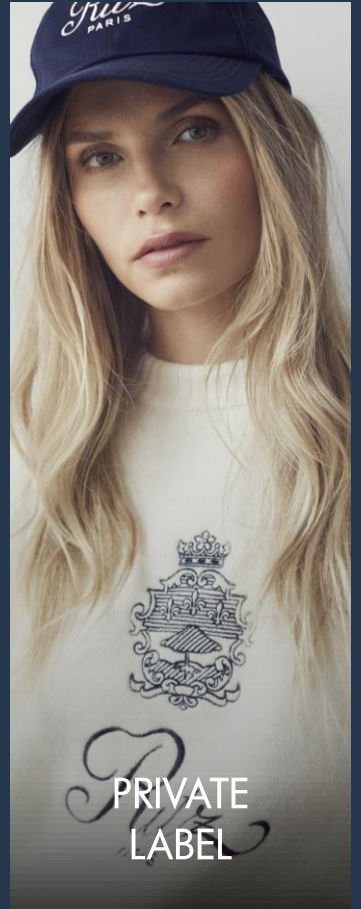
CULINARY
SCHOOL



RECEPTION
ROOMS



BOUTIQUES
& RETAIL



PRIVATE
LABEL

ROOMS, SUITES & PRESTIGE SUITES

This is where it all started! César Ritz's legendary flair for comfort, privacy and innovation made his hotel a reference of unparalleled luxury.

The Ritz Paris has 142 keys, with a majority of suites, 16 of which are Prestige Suites named after and decorated in honor of illustrious guests such as Coco Chanel, F. Scott Fitzgerald, Maria Callas, Marcel Proust or Charlie Chaplin – or Parisian landmarks such as the Vendôme square and the Opéra Garnier.

No matter their category, rooms at the Ritz Paris use a delicate pastel color palette and offer large spaces, in the spirit of Parisian apartments.

Rooms have views on the Vendôme square, the hotel's spacious garden, Opéra Garnier, Cambon street, the Ministry of Justice. Some of them, on the higher floors, have panoramic views of the city.

The hotel has an early check-in late check-out policy that allows clients greater flexibility.



RESTAURANTS & BARS



BAR VENDÔME

The quintessential French brasserie, with both indoor and outdoor settings.

A cozy and warm area inside with an elegant burgundy color palette, typical for traditional French bistros. A proper bar is also available.

An outside area under an art-deco glass canopy allowing guests to enjoy a meal or a drink under the Parisian sky, no matter weather conditions. A terrace is available as well, with a water fountain for a more relaxed experience.

Open for breakfast, lunch, tea-time and dinner.

Its name is homage to the famous Parisian square, where the hotel is located.

It is the largest restaurant at the Ritz Paris, a central and social space, intentionally public and accessible.

Ideal for hotel guests as well as locals, for business and leisure.



RESTAURANTS & BARS



RESTAURANT ESPADON

The gastronomic restaurant of the Ritz Paris. Recently opened (September 2023) after more than 3 years.

Its menu is signed by Eugénie Béziat, the first female Head Chef of the hotel. She is accompanied by the Ritz Paris Head Pastry Chef and Florian Guilloteau, Head Sommelier.

Two signature menus are served (5 and 8 sequences).

The gastronomic creations are inspired by the Chef's childhood in Africa and her French origins, adding aromatics and spices to precious and qualitative ingredients, some of which are sourced at the hotel's very own gardens.

Restaurant Espadon focuses on responsible ingredient sourcing and is open for dinner only.

It welcomes its guests indoors or outdoors, if the weather allows it and attracts local epicureans and international guests who recognize the French capital's position as a reference in fine dining.



RESTAURANTS & BARS



SALON PROUST

A nostalgic 'salon de thé', in a nod to the famous French author Marcel Proust, a loyal friend of the Ritz Paris.

A beautiful library décor with a fireplace, dark wood and a functioning fireplace, it has a homey feel where guests can savor an unforgettable tea-time and get lost in their own thoughts.

The tea-time experience is accompanied by a selection of curated teas or coffee, or with Ritz Champagne.

Starting 6 PM, Salon Proust transforms into a Champagne bar.

Salon Proust attracts locals and those who enjoy pastries, with an impressive part of reservations taking place online.



BAR HEMINGWAY

Another tribute to a famous guest, this classic bar honors the memory of American author and journalist Ernest Hemingway, a regular of the hotel's bars during the first half of the twentieth century.

It has the atmosphere of a gentle(wo)men's club, with wood panels and upholstered armchairs. With its small surface and lack of musical background, it is a true time capsule, almost 'inhabited' by the author's presence.

Discreet and calm, it has a remarkable success among fans, especially Americans, who tend to consider the bar as an inevitable part of their trip to Paris, almost like a pilgrimage.

Timeless, elegant and intimate, it rapidly became a reference in its category worldwide.

Open only in the evening, with no possibility to book a table.



RESTAURANTS & BARS

RITZ BAR

A bar inspired by the zodiac, with signature cocktail creations inspired by the stars and elements.

Launched in 2021, the bar found huge success with a younger fashion-forward audience, eager to discover new flavors, comprised of both locals and international guests, especially during the Paris Fashion Week.

It offers a multisensorial experience: every evening at 5:30 PM, the bar opens with the rising of its horoscope-inspired metal cloche to a tune specifically made for this ritual. An unforgettable journey in space and time.

Glamorous and festive, the Ritz Bar is located directly behind the rue Cambon entrance of the hotel.



RESTAURANTS & BARS

GRAND BRUNCH

On Sundays, some of the hotel's splendid reception rooms transform into a brunch buffet setting, welcoming Parisian families and friends for a moment of delight at the heart of the hotel.

Open and accessible to Parisians, the Grand Brunch has rapidly become a staple of the hotel, often fully-booked months in advance!

It is the perfect place to discover the various knowhows the hotel has to offer with a large palette of sweet and savory creations concocted by the various teams.

On special occasions, the Grand Brunch takes on an even more special twist with dedicated animations (e.g., an Easter egg hunt).



SPA & FITNESS



RITZ CLUB & SPA

The Ritz Paris has an underground spa with an impressive swimming pool and training facilities, accessible for both hotel guests as well as locals.

Inspired by the world of flowers, the spa has a holistic approach to care and beauty, with services including body and face treatments in collaboration with La Prairie, a hair salon by famed Australian colorist David Mallett, a fitness room, yoga and fitness courses with expert coaches as well as a beauty boutique.

Next to the swimming pool, guests can indulge in the relaxation area or enjoy a healthy drink or meal at the Floral Bar.

Ritz Club & Spa has a membership program for those who wish to access its facilities and benefit of its fitness courses on a yearly subscription basis.

The spa is accessible from the hotel, as well as directly from the place Vendôme through a dedicated entrance, with the aim to attract Parisians.



ECOLE RITZ ESCOFFIER

Established in 1988, the gourmet cooking school of the Ritz Paris pays tribute to Auguste Escoffier, the first Chef of the hotel and creator of the modern French gastronomy.

Its philosophy is a hands-on approach where students learn directly by practicing on high-quality ingredients with professional grade tools.

It welcomes amateurs for cooking and pastry-making lessons with dedicated Chefs and classrooms right next to the hotel's own kitchens.

Ecole Ritz Escoffier has a professional training program as well, for those aspiring to live of cooking and pastry making with students from 43 different nationalities. Few places are open, and the selection process is rigorous.

In addition, the school often welcomes corporate events for local luxury brands such as product launches for top clients or teambuildings.

Masterclasses punctuate the school year and allow students to meet famous and talented Chefs.



RECEPTION ROOMS



EVENTS

Private guests and international brands choose the Ritz Paris for their special receptions.

Weddings, fashion shows, private dinners, fancy cocktails or corporate getaways take place in the eight reception rooms of the hotel, including an underground ballroom and the spacious garden.

Throughout the years, guests from across the world have chosen the Ritz Paris for their celebrations, with guests organizing destination weddings in Paris specifically for the Ritz!



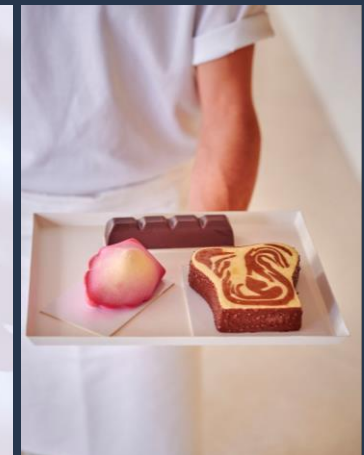
RITZ PARIS LE COMPTOIR

A contemporary gourmet boutique and pastry shop, located at 38 rue Cambon within the hotel yet accessible directly from the street. A second one rue de Sevres opened last September 2025.

It is the first time the hotel opens its doors directly to Parisians to attract them.

The shop offers a selection of fresh French pastries, baked goods, gourmet sandwiches, cake shakes and hot beverages with the madeleines being the star product. It comes in various flavors with special editions throughout the year.

Products are sold as well on a dedicated website through click and collect.



BOUTIQUE & GALERIE

The hotel has its own Boutique, with a curation of trendy finds as well as a selection of Ritz Paris branded products.

Best sellers include the Ritz Paris Gift Card and teddy bears.

The Christmas period sees a peak of activity as Ritz Paris products are often given as presents to loved ones or as souvenirs from Paris after a stay at the hotel.

It is located in the 'Galerie', a walkway inspired by the Parisian 'passages couverts'. It is dedicated to shopping with nearly a hundred window displays showcasing famed luxury brands as well as smaller edgier ones.

The Galerie welcomes three additional shops: a jeweler brand, a gourmet tea shop and a luxury coffee maker.

The shops at the Ritz Paris are mostly frequented by international guests and clients. The share of Parisians increases during the month of December.

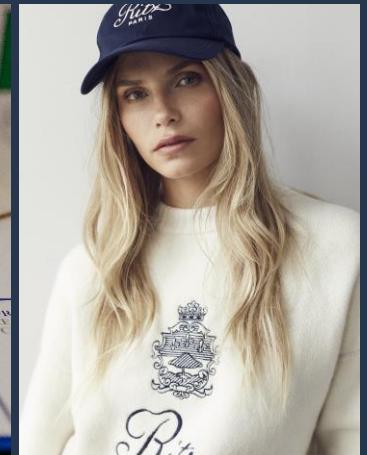


PRIVATE LABEL

Associated with excellence and French art-de-vivre, the Ritz Paris has diversified by producing its own line of product, inspired by the experiences the hotel offers to its guests.

As a result, various collections have been created throughout the years, including, among others: candles, home decor, bath linen, bedding, teddy bears, books and stationery...and even a private label of Champagne!

These products are sold at the hotel within the Boutique as well as on a dedicated e-commerce website.



AND THREE MAIN CLIENT CATEGORIES



BLING BIRDS

Sophistication
Highly exclusive
Ostentatious

LOCALS & INTERNATIONALS

#glamor #sharingobsession
#partyvibes #champagne

INSIDERS

Authenticity
Curiosity
Mindfulness

MAINLY LOCALS

#balance #detox #healthy
#emotions #holistic #meaning

CREATIVE BEES

Multicultural
Edgy
Unconventional

LOCALS & INTERNATIONALS

#creative #alternative #arty
#cocktails #trends #cityfan

BLING BIRDS



GLAMOUR-SEEKING



STATEMENT-MAKING PRODUCTS



ORNATE AND BOLD



INFLUENCER-DRIVEN



SOCIAL-MEDIA-SAVVY



PERSONALITY: OSTENTATIOUS





CRAFTSMANSHIP

TRENDSETTING



VALUE ORIGINALITY AND THE UNEXPECTED



STORYTELLING



ARTISTIC, UNIQUE, AVANT-GARDE



PERSONALITY: INNOVATIVE

PARISIAN AND LUXE FRANCOPHILES



VALUE EXCLUSIVITY AND TIMELESS ELEGANCE



CLASSIC ICONIC



HERITAGE



PARISIAN CHARM



PERSONALITY:
SOPHISTICATED



THE RITZ EMBLEMS



SUN KING

Known as king of hoteliers and hotelier of kings, César Ritz embraced the Sun King emblem of French monarch Louis XIV. This nod to French regal grandeur is featured on all Ritz Paris balustrades and throughout the hotel.



KEY

Symbol of technological innovation, it is used since 1898 as a switch that controls all lighting fixture in Ritz Paris rooms. Ritz Paris was the 1st hotel to dispose of electricity on all floors.



SWAN

A symbol of extraordinary comfort and intimate luxury as Ritz Paris was the first hotel to dispose of private bathrooms for every customer. The golden swan-shaped faucet embody the attention brought to any detail.



NUMBER 15

"15 place Vendôme" is the address of the Ritz Paris hotel located on the one of the most prestigious public squares in the world, historic center for Parisian and French luxury.



SCRIPT TYPEFACE

The singular and elegant handwritten typography, used in the Ritz logotype since 1898, is a key part of the brand's identity. It was created at the end of 17th century at the occasion of Place Vendôme completion.



FLOWERS

Ritz Paris decor is almost entirely inspired by the opulent and refined style of French aristocratic 18th century, of which flowers and vegetal patterns constitute an immediately recognizable visual and welcoming element.



TULIP LAMP

Connecting technological innovation and subtle eclecticism of Ritz Paris decor, the tulip lamp was designed by César Ritz in 1898 as the first electric bedside lamp in hotels ever. It still naturally ornates every room of the Ritz Paris.



INTERLACING & TRACERY

The many opulent and endless interlacings on the walls, ceilings, and tableware of the Ritz Paris connect with the timeless essence of the building, its spirit, and the extraordinary experience it provides, down to the smallest detail.



FAÇADE

Listed as a historical monument, the Ritz Paris façade embodies the pinnacle of classical architecture. Based on pure geometrical shapes, Rome-inspired columns contrast with the opulent interior and lift its walls and windows toward the Parisian skies.



RIBBONS

Ribbons can be seen everywhere in the Ritz Paris, from tying lavish Ritz products and identical blue packages to the 18th-century inspired luminaries. This is a reference to the unique connection César Ritz wanted to create with his customers.

RITZ NOBLE MATERIALS



VELVET

Velvet is a luxurious and elegant fabric that has survived the ages, passing from the hands of kings and nobles to those of contemporary fashion designers. Whether corduroy, damasked, or shorn, it is a defining element of French aristocratic style. Velvet adorns the beds, chairs, and walls of the Ritz Paris, offering a sense of opulence and timeless sophistication.



WROUGHT IRON

The magic of wrought iron is born from the encounter between matter and fire. Vibrant and captivating, it takes on shapes at the Ritz Paris evoking the sun, flames, and the warmth of a protective hearth.



WOVEN

Woven fabric has established itself as a luxury, highlighting the symbolic significance of costume and furniture. Whether carpet or painted paper, the vibrant patterns and colors that adorn the suites at the Ritz Paris are a tribute to French craftsmanship and create a warm connection with guests.



GOLD LEAVES

This luxurious artistic and artisanal practice recalls the Ritz Paris's historical ties to the kings and queens of France, as well as to the creators of fashion, beauty, jewelry, and decoration who made the hotel their favorite place in Paris.



STONES

Considered one of the noblest and most elegant materials, marble, cut stone, and brick make up the walls, floors, and pillars of the Ritz Paris. These architectural treasures carry a very special symbolism: they are solid, reassuring, and stand as a lasting testament to beauty and permanence that transcends time.

PAINT PICTURES

Ritz is a brand made from memories.

The story of the celebrities who have stayed there. Unforgettable meals overlooking the Grand Jardin. The restorative escapism of the spa. Cherished memories to pass on, and new memories to be made.

MAKE IT SENSORY

Opulence is all about how things feel.

The texture of leather mellowed by time. The delicate bitterness of a dessert. The gentle clink of teacup against saucer at breakfast. The inviting scent-filled steam of a just-run bath.

EVOKES JOIE DE VIVRE

Ritz stands for living brilliantly.

For enjoying the best of what life has to offer. For luxuriating in romance and pleasure and play. For searching out and savouring moments of pure perfected joy.

EMOTION

Young generations express their need for unique and immersive experiences
Experiential luxury is growing at 6%-8% annually

Young generations need human contact
While they belong to digital communities

Strong demand for exclusive travel, fine dining, high end stays
They want to shiver and use their 5 senses

HERITAGE

Young generations are highly sensitive to sustainability and ethics, to environmental and social impact.

This project is an amazing opportunity to showcase our heritage and social commitment through a contemporary glaze.

Capture the **vibrant emotions** of the Ritz Paris through highly artistic photographs, showcasing a strong **sense of the senses**, respecting the tone of voice, and drawing heavily on the **emblems** of the Ritz Paris or what they evoke for you.



Ritz
PARIS

THANK YOU