

HÔTEL FOUGÈRE

PARIS



DOSSIER DE PRESSE

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Hôtel Fougère: a green getaway in Saint-Germain-des-Prés

Deciding on a trip to Paris is choosing the address of the memories you will make. Long before we began talking about the “hotel experience”, the traveler merely mentioned their destination’s hotel. The legend of Paris’ literary hotels built itself on this custom.

Bertrand Plasmans contributed to turning Parisian hotels into their own destinations. A Parisian *Hôtelier* through and through, he took his first steps in an establishment on the Boulevard Montparnasse, of which personally oversaw the renovation. That was in 1989. Ten years later, he could be found as proprietor of the Hotel Saint-Thomas d’Aquin, 3 rue du Pré-aux-Clercs, a peaceful and almost provincial Saint-Germain address near the border with the VIIth arrondissement.

Though pampered and groomed boutique hotels were the trend, Bertrand Plasmans bet on renovating the bathrooms, repainting the rooms, and in particular, long before this was in fashion, covering the façade in creeping vines, cascading down from the balconies. This sweep of green became the hotel’s signature, and the establishment would soon charm and gain the loyalty of appreciative guests. 2005 saw the purchase of the Saint-Vincent hotel, a neighboring 18th-Century building and former headquarters of the *Union des Œuvres françaises de Saint-Vincent-de-Paul* charity for good works. Converted into a beautiful and welcoming *maison bourgeoise*, the Saint-Vincent would immediately become popular with travelers from across the world, who were enchanted by the shared experience of a Parisian getaway, both intimate and singular, surrounded by eclectic décor.

The purchase of the Lenox Hotel would make 2013 a decisive year.

The three establishments would be gathered under a single name: Le Saint. Standing at the corner of the rue du Pré-aux-Clercs and the rue de l’Université, and striving to conserve the precious peace and quiet that made it famous, Le Saint worked miracles by mixing its international patrons with an urban, Parisian clientele defined by its high standards. This bore fruit in the form of a unique clientele comprised of incognito celebrities and epicurean travelers. For in addition to its rooms, Le Saint features a restaurant and bar designed by Vincent Bastie, with a *Rive Gauche* décor that mixes antique furniture and auction finds.

Until one fine day in December 2018, when Bertrand Plasmans packed his suitcases and left Le Saint to begin a new chapter. This time, fate would root him to his garden in the *Pays de Caux*, where he busied himself during confinement with a vegetable garden, Spring roses and freshly grafted fruit trees. A new idea flowered then, between the yard-sales forays and tree nursery visits: the renewal of another Parisian hotel. Purchased in July of 2020, the address at 36 rue Bonaparte is among the world’s finest.

What had been for years a family-operated travelers' hotel, the Saint-Germain-des-Prés had left no trace in the neighborhood's history outside of the plaque reminding guests that they were in the former residence of Auguste Comte, the illustrious early-nineteenth-century philosopher and sociologist who also founded the positivist movement. The immediate surroundings, however, are rife with persons of note: Romy Schneider and illustrator Georges Wolinski at no. 34, Jean-Paul Sartre at no. 42, Nathalie Barney at no. 20, Hélène Gray and Madeleine Castaing at no. 21.

After a year of renovations, on September 15th, 2021, Bertrand Plasmans inaugurated his new establishment under the eccentric moniker of *Hôtel Fougère*. In the Saint-Germain-des-Prés spirit, Boris Vian might have dubbed it the *Palais des Spores*.

Le Fougère : un hôtel arborescence

Everything needed overhauling. And so it was. Renovated from top to bottom, the Hôtel Fougère repositioned the walls to increase the volume of its rooms. The broom closets on the entresols were converted into vertical greenhouses with thriving ferns. The two-tone carpets on the floor call to mind the graphic patterns of the eponymous plants, while the Napoleon III planters a little further up burst with life. A winter garden, both pastoral and carefree, complements the salon's animal-motif décor. The patio is designed as a colossal terracotta aviary, painted with flowers and birds.

Designed by decorator Sandrine Gouin of Vincent Bastie's *D'architectures* firm, the décor naturally highlights Bertrand Plasmans' style: flea-market finds and facetious antiques, exacting made-to-measure furniture, eloquent fabrics from Nobilis, Pierre Frey, C&C, and others.

Hôtel Fougère offers 20 rooms and 4 suites. Some connect to become family apartments. Others are snug and opulent attic spaces nesting under the roofs, *Mimi Pinson*-style. On the *piano nobile*, the antique floorboards have been restored. The lithographs and fashion sketches on the walls are from the Durst Gallery. Each day, new floral arrangements are designed by Baptiste, luxury florist *par excellence*.

With its tailored intimacy, Hotel Fougère evokes the warm and cozy atmosphere of a comfortable abode in the service of its guests. Les Deux Magots, le Café de Flore, Lipp, Ralph's, and Ladurée can be found mere steps from its doors. Only slightly farther, guests can enjoy bookstores, arthouse cinemas, and Place Furstenberg's antiquarians, art and design galleries. One must admit that Hotel Fougère is already making its mark as an ultra-chic Parisian destination.

Hôtel Fougère

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24 chambres et suites

Tarif : 250 à 750 €

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