



Maisons du Monde Hôtel & Suites unveils its new address in La Rochelle

The ambitious duo, formed by independent hotel group Vicartem and the Maisons du Monde interior design and furnishings brand, is signing a new project which continues to combine hotel expertise and art de vivre. Following the opening of two hotels in Nantes in May 2019 and the Old Port of Marseille in January 2021, Maisons du Monde Hôtel & Suites is announcing the opening of a third place in La Rochelle on May 11th.

Without a doubt, the Maisons du Monde Hôtel & Suites family is growing. The new hotel, featuring **63 rooms** in total, is set to open its doors on the port of La Rochelle on May 11, 2021. Just like its "big sisters", it will be fully furnished and decorated with pieces from Maisons du Monde, creating an elegant and welcoming atmosphere.

Once again, this new address is designed to **really feel like home**. Whether on a business or leisure trip, or even when co-working, it will feel "just like home... but even better" for each and every guest.

Five styles of rooms have been created to offer inspiring surroundings with outstanding ceilings. Float off into your dreams in the FLORENCE room with its classic style and Baroque ceiling. Guests who like an ethnic feel will go for the MADRAS room with its colourful ceiling. Anyone with an eye for style will choose the MEMPHIS room with its stand-out graphic design. And fans of the seaside feel won't hesitate to book the SAINT MARTIN room with its rope ceiling. Finally, with a nod to Viennese modernity, the VIENNE room will draw guests in with its feathered ceiling and

decoration reminiscent of magnificent gardens.

Guests will appreciate the black and white **lobby**, featuring a marble fireplace, and the calm, soothing atmosphere that it exudes. It is the ideal setting for a peaceful retreat or to wait for an appointment. The breakfast room, also designed to be a co-working space, can be found on the first floor.

When it comes to food, customers will love the local "Potes & Boc" mason jars, the oysters from Chez Nono and the ice creams from Ernest le Glacier. For drinks, guests can try local "Casse Cou" beer or lemonade from La Bullerie d'Oléron. The wine list has been put together by Lili La Rochelle.

When it comes to services, everything has been designed for a thoroughly pleasant stay. As soon as guests arrive, they benefit from a personalised, digitalised welcome. With a simple tap on a tablet from a member of staff, travellers can access their cosy nest. The rooms are filled with thoughtful touches: an espresso machine for savouring the hotel roaster's delicious coffee and room service offering bistro-style mason jars featuring organic and local products. Small dogs and cats are also welcome. Sustainable development is a priority throughout, with furniture from environmentally friendly sources, eco-friendly bathroom products and local food products delivered in short-distance, green delivery chains.



*"The Vicartem and Maisons du Monde partnership continues with the opening of this third establishment in the heart of La Rochelle, bringing quality hotel expertise and stylish decoration together. The combination of our talents offers each and every customer a captivating and inspiring break. The partnership between our two brands is characterised by a unique promise, which attracts more and more guests every day", said **Céline and Sébastien Meslin**, founders and owners of Vicartem.*



*"Congratulations to both the Maisons du Monde Business and Vicartem teams, who have created a new hotel that embodies the Maisons du Monde Hôtel & Suites concept down to the ground. With an inviting atmosphere and elegant decor, feeling good comes naturally here, whether you are travelling or just a neighbour popping by. From Nantes to Marseille via La Rochelle, these hotels share many features, all while offering a truly unique experience. This is what Maisons du Monde Hôtel & Suites is about", said **Catherine Filoche**, Partnerships and BtoB Director at Maisons du Monde.*



About Vicartem:

For 20 years, VICARTEM has been creating, developing and managing hotels, serviced apartments and retail concepts with refined decoration, in unique city-centre locations. Examples include the Balthazar Hôtel & Nuxe Spa — MGallery by Sofitel in Rennes (France), the first five-star hotel in Brittany's capital, and the Hermès store in the renowned Passage Pommeraye in Nantes (France). <https://www.vicartem.fr>

About Maisons du Monde:

From furniture to home accessories, Maisons du Monde has been creating original and inspiring interiors for every room and every style for over 25 years. Throughout the year, our team of designers captures trends from around the world to create exclusive furniture and home decor collections. Each year, we create a furniture collection based on seven styles, two home accessories collections with more than 2000 new items, and four catalogues: Furniture and Decor, Garden Furniture, Junior and Business. At the end of 2020, Maisons du Monde had 369 stores across 9 countries (France, Italy, Spain, Belgium, Switzerland, Germany, Luxembourg, Portugal and the USA) and an e-commerce platform available in 12 countries (the 9 countries where our stores are located, plus the UK, Austria and the Netherlands). The Group's sales reached €1182 million in 2020, and its EBITDA was €241 million.



The Maisons du Monde Hôtel & Suites in Vieux-Port, La Rochelle will open on May 11th.



Entrances: 3 Rue Saint Jean du Prérôt and 4 Place de La Chaîne 17000, La Rochelle, France.

<https://larochelle.maisonsdumondehotel.com/>

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