

## Fine food retailer Fauchon eyeing Doha, Qatar, Kyoto and US for hotel expansion

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Fauchon L'Hotel Paris

After opening its first hotel in Paris later this summer, gourmet French retailer Fauchon says it hopes to open new locations in Doha, Qatar, Kyoto, and unnamed cities in Europe and the US as part of an ambitious plan to expand the 130-year-old brand into the hotel business.

Best known as a purveyor of haute patisseries, macarons, tea, and fine foods, Fauchon the gourmet retailer is currently present in 50 countries.

But as of September 1, the company's newest division, Fauchon Hospitality, will officially usher in a new chapter in its century-old history, with the opening of Fauchon L'Hotel Paris at the historic Place de la Madeleine in the center of the city.

The luxury hotel will feature 54 rooms and serve as the flagship property for the burgeoning hotel business.

Early renderings and photos reveal a distinctly feminine esthetic with pops of fuchsia pink accents in line with the logo palette. Likewise, female guests will be given particular attention, with amenities that include Dyson hairdryers, plush bathrobes and Carita brand toiletries.

Over the next decade, the company says its goal is to open 20 Fauchon-branded hotels in destinations where the brand is already well-known and present. They include the UK and Europe, Brazil, China and the rest of Eastern Asia, along with US cities like Los Angeles, Miami and New York.

The pastry world has Fauchon to thank for training and producing some of today's biggest pastry chefs, including macaron king Pierre Hermé and Dominique Ansel, who famously created the Cronut.

In recent years, the hotel world has seen a slew of new players make their foray into the industry, including Japanese retailer Muji and American furniture and home brands West Elm and Restoration Hardware.