

A NEW INTERNATIONAL HOTEL ADVENTURE, MADE IN FRANCE

TEMPTINGPLACES COLLECTION ENTRUSTS ITS PRESS RELATIONS AND INFLUENCE TO THE 14 SEPTEMBRE AGENCY AND NOW GIVES TRAVELLERS A NEW PERSPECTIVE ON LUXURY HOSPITALITY . WITH THE CHÂTEAU D'AUGERVILLE, SITUATED 1H30 FROM PARIS, AS THE CORNERSTONE OF THE CONCEPT AND THE OPENING OF THE DENT BLANCHE RESORT IN SWITZERLAND BEFORE THE END OF 2025, THE COLLECTION IS LAYING THE FOUNDATIONS FOR A NETWORK OF UNIQUE ADDRESSES DEVOTED TO THE FRENCH TOUCH.



On the left, Yannick Gavelle
On the right, Nicolas Dubois

BOOST YOUR FRENCH LIFESTYLE

Behind this new adventure are two men animated by the same passion: **Yannick Gavelle** and **Nicolas Dubois**.
They met more than 25 years ago. They immediately built bonds: professional, of course, but above all personal.
Together, they created Hôtels & Préférence, a bold alternative to the rigid codes of the hotel industry, and have now given birth to TemptingPlaces Collection, **a 5-star hotel franchise that combines French excellence with a distinctive character**.

HIGH-QUALITY PARTNERS TO ENHANCE EVERY EXPERIENCE

Each location preserves and cultivates its own identity while complying with **a set of demanding standards** designed to reveal the unique character of each establishment. **Victor Delpierre, World Cocktail Champion**, has created five signature cocktails that are common to all establishments complemented by a local recipe specific to each location. **Jérôme de Oliveira, World Pastry Champion**, presents a menu of four iconic delicacies, enriched with a signature local creation, specific to each establishment, promoting the local terroir and DNA.

TemptingPlaces Collection collaborates with **Maison Sérieuse**, that sets the tone for every stay with three bespoke playlists played on **Devialet** speakers and available on music platforms to extend the experience. In the common areas and bedrooms, **Baobab Collection** deploys its signature fragrance, a blend of nutmeg, vetiver and amber, which creates a warm and elegant atmosphere. When it comes to well-being, **Codage**, a French bespoke cosmetology house founded by Amandine and Julien Azencott, brings a discreet and responsible luxury approach that perfectly matches the DNA of TemptingPlaces Collection. Their vegan treatments and products, made in France and available in rooms or in hotel spas, offer a personalised approach to French-style treatments. Every note, every fragrance contributes to creating a unique and memorable experience for travellers.

Each hotel also benefits from the support of **a network of talented chefs**, including Michelin-starred, award-winning or up-and-coming partner chefs to design a menu, enhance the experience and advise the teams. Among them are **Julien Baradel**, winner of the Gault&-Millau Young Talents award in 2021, **Mallory Gabsi**, Young Chef of the Year according to the Michelin Guide in 2023, and **Clément Debilly**.

> With TemptingPlaces Collection, we want to play a key role in accelerating growth for both hoteliers and investors. By bringing together iconic French establishments and the best talents, such as our world champions Victor and Jérôme, and by designing distinctive experiences, notably through a powerful loyalty programme and the group's OTA conditions, we offer a high-end, turnkey hotel solution that is unrivalled in the hospitality industry.
>
> Yannick Gavelle
> President of TemptingPlaces Collection

ORIGINAL, TAILOR-MADE CREATIONS

Beyond these collaborations, TemptingPlaces Collection has joined forces with several partners to create exclusive designs that underline its identity and universe. **John Haston** has designed elegant, refined uniforms that combine fine materials and the brand's signature colours, adapted to each destination. The **Caulaincourt** shoes company has created 'Allure', a unisex shoes in deep blue tones, based on the company's iconic 'Belgian loafer'. **Olivier Lapidus** has designed the 'Temptation' armchair, inspired by the bar in the brand's logo. It will be deployed in hotel lobbies, combining comfort, sophistication and responsibility through the use of recycled materials and bio-based foams.





A GRAPHIC HYPHEN

A discreet but meaningful symbol, the navy blue bar in the TemptingPlaces Collection logo **is a subtle echo of the French flag**. You will find this French influence in every establishment: on pins on uniforms, in the shape of the bar menu, in graphic details... More than just a visual marker, it becomes a hyphen between talents and establishments. This **sober, elegant, timeless line** connects without standardizing and embodies the shared identity of TemptingPlaces Collection establishments.



TALENTS IN THE SERVICE OF EXPERIENCE

To guarantee a consistent and inspiring experience, partner hotel teams benefit from the exclusive **Tempting Trainings** programme: a four-module training course combining theory and practice developed by **CYR Paris**, an expert in human relations and luxury hospitality.
A group of experts creates and develops emotional brand experiences. This training programme is designed for internal operational teams, from reception to management, to transmit to each member the French hospitality codes, a better understanding of all types of guests and their expectations, as well as the DNA of TemptingPlaces Collection.

> Our project is to promote the French Touch, not only in France but also internationally. Thanks to our development directors for each zone – Europe, Africa, China, Asia and the Middle East – some exciting opportunities are expected in the coming months and years. TemptingPlaces Collection already has two exciting openings under its belt with the Château d'Augerville Golf & Spa Resort near Paris and the Dent Blanche Resort in Sion, Switzerland!
>
> Nicolas Dubois,
> CEO of TemptingPlaces Collection

5 NEW CHAPTERS ALREADY WRITTEN

With **2028** as the target date for bringing together **30 establishments**, TemptingPlaces Collection is charting a bold course: that of an, exceptional hotel business that showcases unique and authentic locations.

The cornerstone of the TemptingPlaces Collection adventure, the Château d'Augerville lays the foundations for a luxury hotel experience that is resolutely human and sensory. Situated just 1h30 from Paris, this 100-hectare estate offers 40 rooms and suites where every stone seems to whisper its history.

The Château has managed to preserve the character of its past intact, enhanced by a setting carefully selected by **interior designer Lou Sentis**, which respects the soul of the domain.



Next stop is Sion, Switzerland, where the **Dent Blanche Resort** is set to open in December 2025. Perched atop the mountains, this hotel allows direct access to the slopes of the 4 Vallées ski area and brings together modern comfort and mountain charm in its 69 apartments.

Guests also enjoy a spa with swimming pool, jacuzzi, sauna and hammam, as well as fine dining restaurants, an après-ski bar and a wine and cigar bar – everything you need to relax after a day on the slopes.
In 2026, the collection will expand into the **Loire Valley** with the **Château d'Artigny**, a timeless location where architectural elegance and French gardens interact with the history of the famous perfumer François Coty.
Each visitor will appreciate this timeless and unique atmosphere.

Finally, three new addresses will open in Africa at the end of 2026: **Blissinity Hotels & Resorts** in **Assinie**, Ivory Coast, **Sirah Hotels & Resorts** in **Accra**, Ghana, and **Sirah Hotels & Resorts Ouagadougou** in Burkina Faso.

From the Loire Valley to the Swiss Alps, from the shores of West Africa to emerging African cities, each hotel embodies the promise of TemptingPlaces Collection: a lively, refined and deeply human luxury, where every detail counts and every encounter becomes a memorable experience. Whether nestled in the mountains, lost among dunes and palm trees or hidden in a village, these places all have one thing in common: they have a soul. And it is this emotional dimension, this encounter, that the collection wishes to offer its guests.

ALL GOOD THINGS COME TO A SUITE

ABOUT TEMPTINGPLACES COLLECTION

TemptingPlaces Collection embodies the French touch, combining elegance, freedom, discretion and expertise. Yannick Gavelle and Nicolas Dubois, founders of the Hôtels & Préférence group, are driven by the same high standards and passion, and wanted to create a new 5-star lifestyle brand offering a selection of unique locations not only in France but also internationally. Each hotel reflects a contemporary vision of luxury that is more human, more open and more inspired, fuelled by an attention to detail and French hospitality culture. TemptingPlaces Collection collaborates with talented individuals and partner establishments to bring this identity to life: chefs, architects, artisans, world champions in mixology and pastry making, wellness creators, and more. They all contribute to enriching the experience. With the ambition of bringing together around thirty establishments by 2028, the brand stands firm in its commitment to living luxury, designed to be felt, shared and never static.

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