


# A NEW INTERNATIONAL HOTEL ADVENTURE, MADE IN FRANCE

WITH TEMPTINGPLACES COLLECTION, **YANNICK GAVELLE** AND **NICOLAS DUBOIS** GIVE TRAVELLERS A NEW PERSPECTIVE ON LUXURY HOSPITALITY: AN IMMERSIVE, LIVELY AND HUMAN EXPERIENCE, WHERE EVERY DETAIL COUNTS AND EMOTION PREVAILS.

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 THE YEAR, THE COLLECTION IS LAYING THE FOUNDATIONS FOR **A NETWORK OF UNIQUE ADDRESSES**.




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

## THE FRENCH TOUCH, S'IL VOUS PLAÎT !

Behind this new adventure are two men animated by the same passion: **Yannick Gavelle** and **Nicolas Dubois**.
Together, they reinvent the hotel industry, **combining French excellence with a distinctive character**.
More than just a selection, TemptingPlaces Collection is a **promise of a 5-star experience** where **each stay is distinguished** by a tailor-made welcome and subtle gestures designed to surprise and delight. The French Touch is every where, in the quality of service and the personalisation of experiences, every moment becomes a memorable instant.

> This brand, with its hyphen symbol, is a simple and powerful sign that is almost invisible yet essential. It connects cultures, expertise, talents, emotions and even generations. Our brand was born from this connection. The connection between women and men who share the same standards, the same elegance, the same desire to create together. With TemptingPlaces Collection, we celebrate plurality and talent diversity. The luxury we believe in is a kind of link, a hyphen between people, between brands, between worlds. Each place we sign is an encounter, an emotion shared between heritage and modernity.
>
> Yannick Gavelle
> President of TemptingPlaces Collection



## BOOST YOUR FRENCH LIFESTYLE: BESPOKE EXPERIENCES AT EVERY MOMENT

While each hotel in the collection has and cultivates its own soul and identity, they also share common values such as boldness, refinement and French savoir-faire and they all adhere to **a set of demanding standards**, designed to enhance the singularity of each location.

**Victor Delpierre, World Champion Cocktail Maker and Barista**, has created five signature drinks, from the refreshing Potager Sauvage to the gourmet Negroni and the socially conscious Espresso Martini.
In addition, each hotel has **its own exclusive signature cocktail**.
**Jérôme de Oliveira, World Pastry Champion**, has created **a four-piece menu of iconic and exclusive creation**s, that combine technique and creativity.
On the menu: a St Honoré - le Couronné, a tribute to French tradition and elegance; Paris-Cannes - l'Escapade, a sunny reinterpretation of the Paris-Brest; a lemon tart - Solaire, bursting with freshness; and a chocolate religieuse, Coup de foudre, full of intensity and emotion. Each hotel has a signature local creation that reflects its identity and gives the sensory experience a lasting impact. The signature dessert will be adapted according to the seasons, inspired by the fruits of the moment.

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 company 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, 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.

> Our project is to promote the French Touch, not only in France but also internationally. Working with iconic French houses as well as exceptional French talents, including world champions such as Victor Delpierre and Jérôme de Oliveira is part of this project. We believe that luxury is a connection between those who create and those who live the TemptingPlaces Collection experience.
>
> Nicolas Dubois,
> CEO of TemptingPlaces Collection

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** shoe company has created 'Allure', a unisex shoe 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.

CHÂTEAU D'AUGERVILLE
GOLF & SPA RESORT

# CHÂTEAU D'AUGERVILLE
# TEMPTINGPLACES COLLECTION





**The Chateau d'Augerville is the first step in the TemptingPlaces Collection adventure** and 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.

The **Jacques Coeur restaurant** pays tribute to French culinary tradition by celebrating locally produced food enhanced by **executive chef Olivier Zoccola** and his team. Each dish is a blend of authenticity and modernity, revisiting classic recipes with finesse and inventiveness.
For a more intimate experience, the **château bar** offers a menu of fine cocktails created by Victor Delpierre. It features five iconic creations and the signature 'Green Spritz', a tribute to the golf course greens and the estate's aromatic plants.

Finally, the **chocolaterie**, a veritable gourmet institution in the region, delights the senses with creations by master chocolatier **Hervé Boudot**: chocolate or candied fruit, orangettes and gingembrettes...

The Château d'Augerville spa, covering more than 250 m², invites you to relax and reconnect. It combines bespoke treatments, a sensory space (hydromassage, counter-current swimming, relaxation areas opening onto the domain's gardens) and Yoga, Qi Gong and Breathwork workshops further enrich this 100% wellness break.

**The 18-hole golf course**, designed by Olivier Dongradi, is another major asset. With its view of the ponds and the château, it appeals to both experienced players and amateurs, complemented by a high-quality driving range, a chipping green and a putting green.

Finally, the culture pavilion, formerly France's first bowling alley, has been reinvented as an evolving art gallery. It welcomes inspired artists, including Hubert Privé, a leading name in golfing art, photographer Antoine Davault and painters Valérie Laskier (LASK) and ARemy, offering visitors a unique artistic experience that is different with each passing season.

## 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.

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 2027, 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.

### 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.

## MEDIA CONTACTS

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