

TRAVEL AND HOSPITALITY

Htel de Crillon keeps its Parisian charm with reopening

July 10, 2017



Rosewood reopens its Htel de Crillon in Paris. Image credit: Htel de Crillon

By BRIELLE JAEKEL

Rosewood Hotels & Resorts' Htel de Crillon has reopened after four years of renovations, but has kept its essence and charm as a staple in the city of Paris.

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The historic hotel reopened its doors to the public on July 5 after extensive refurbishing and restoration by building company Bouygues. Among a series of updated-yet-classic renovations, a pool, spa, restaurant and Karl Lagerfeld-designed suites are a part of the new update.

"Htel de Crillon is a Parisian institution, undeniably enmeshed with the fabric of the city itself," said Taylor Rains, managing partner at [Flugel Consulting](#). "It is that iconic status that makes its upcoming reopening so important.

"With a property like Crillon, a four-year hiatus for renovations can be concerning," he said. "Guests can start to wonder if the property will be recognizable once it reopens.

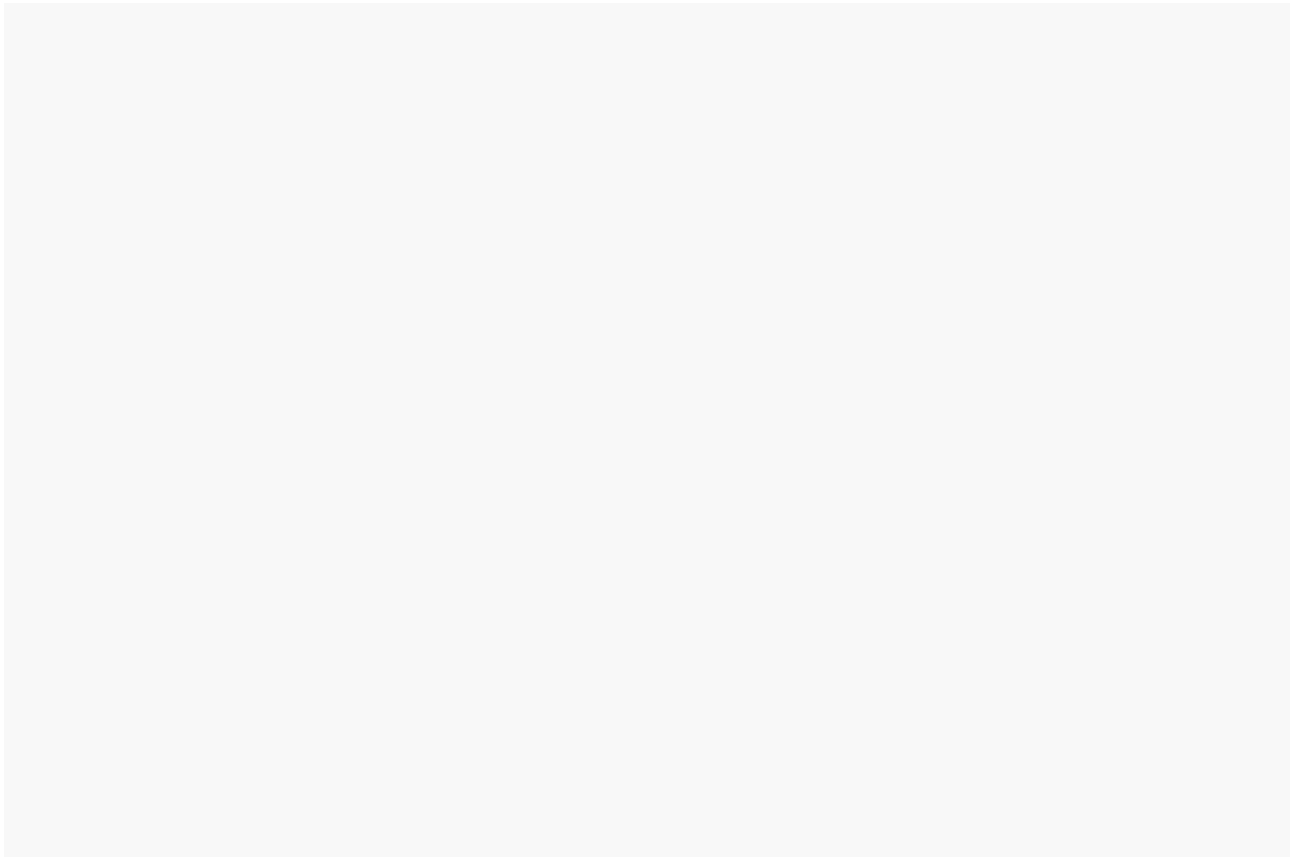
"Will its trademark character still be there? In the announcements leading up to the grand reopening, Htel de Crillon has effectively put any and all concerns to rest. The property has been painstakingly restored and enhanced, not renovated in the traditional sense. As such, the hotel reopening is a way for Htel de Crillon to showcase its work and commitment, not only to the property but to its guests."

Mr. Rains is not affiliated with Rosewood, but agreed to comment as an industry expert.

Updating history

The iconic hotel has opened its doors again after a four-year hiatus, which saw renovations and updates to its rooms, public spaces and facade.

Featuring skylights among interior courtyards, a swimming pool will be a major attraction for the hotel, built with a 17,600 fish-scale mosaic tesserae.



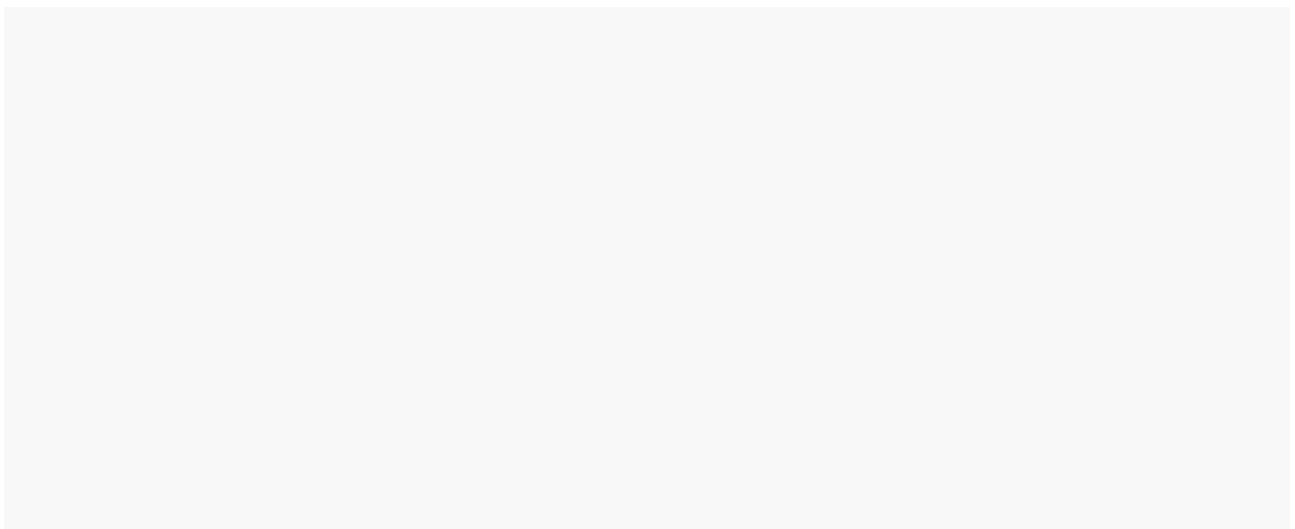
The day we have been waiting for has finally arrived. We are pleased to welcome you on 10, Place de la Concorde to write with you this new chapter. #RWjourneys #hoteldecrillon

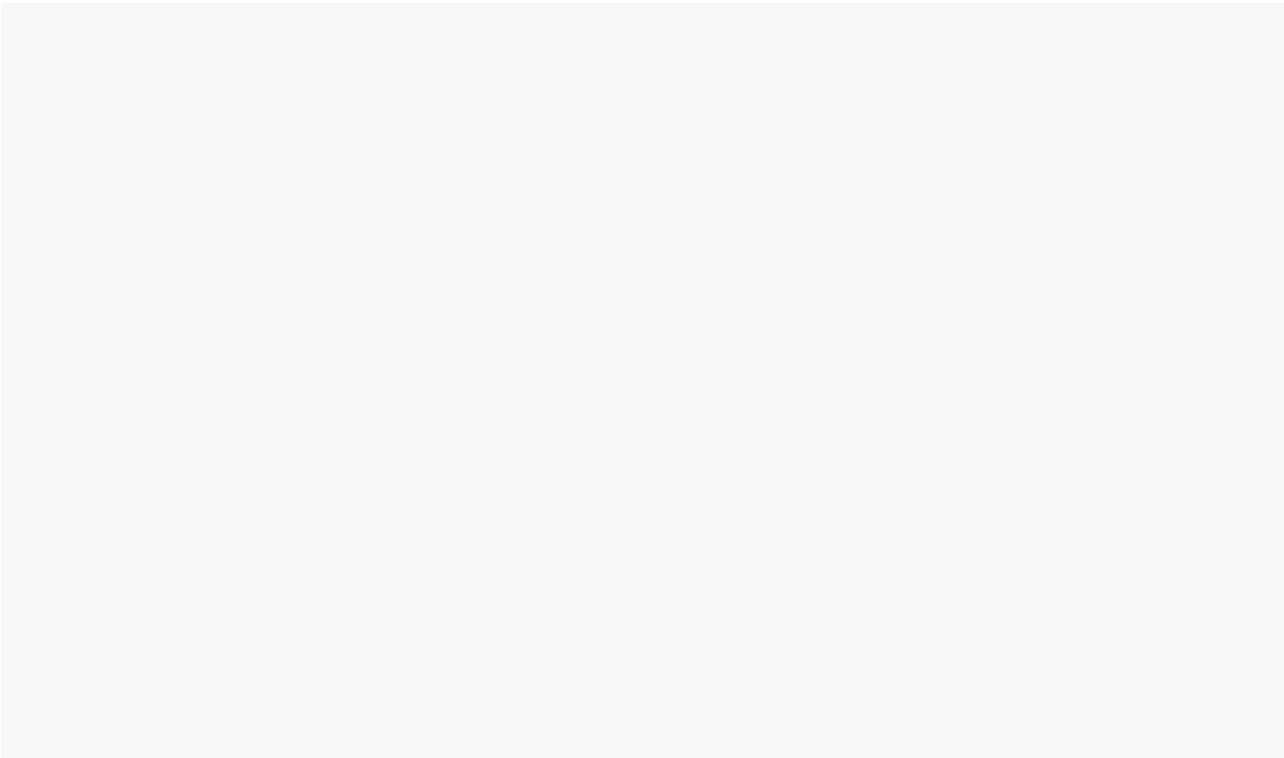
A post shared by Htel de Crillon (@rwcrrillon) on Jul 5, 2017 at 12:57am PDT

Htel de Crillon features 81 rooms, 33 suites and 10 Signature Suites, all of which have been updated. Mr. Lagerfeld was commissioned to design two of the Signature Suites, named the Grand Apartments as well as a room overlooking the Place de la Concorde.

WWD reports that Mr. Lagerfeld's designs feature Baccarat chandeliers, hand-finished wood and marble bathrooms. The designer's presence is known throughout the Apartments with framed photos of Mr. Lagerfeld featured, copies of his favorite books and a wallpaper that looks like cat claw marks as a nod to his famous cat Choupette.

Artistic director Aline Asmar d'Amman designed the rest of the interior, while architect Richard Martinet led the restoration of the faade of the building.





"To me, Paris embodies absolute beauty". Meet Aline Asmar d'Amman through link in bio. #10iscoming
#hoteldecrillon #RWjourneys

A post shared by Htel de Crillon (@rwcrrillon) on Jun 28, 2017 at 3:23am PDT

Classified as a heritage landmark, renovating Htel de Crillon needed to keep the historic Parisian feel.

Rosewood celebrated the opening on July 5 with a ribbon-cutting ceremony and celebration.

City renovations

Htel de Crillon is not the only historic hotel to close and reopen its doors for some upkeep.

Hotel Ritz Paris implemented a technology solution to help staff better manage tasks for streamlined customer service, following its renovation.

The luxury hotel in Paris recently opened its doors again after a major renovation and is working to ensure its customer service is up to the highest standards. Partnering with hospitality platform Knowcross, the Ritz Paris has installed the technology program in its establishment for staff members to access on any device to manage the hotel ([see more](#)).

After more than a year of renovations, the Dorchester Collection's Hotel Eden in Rome also recently reopened.

On April 1, the property launched with its new look that upgrades the existing character of the building. This facelift is a means for Dorchester to put its own stamp on the hotel after acquiring it a few years ago ([see more](#)).

Historic hotels need to carefully balance the line between staying modern but keeping the historic and classic image.

"All the work done to the Htel de Crillon property and services over the last four years is a reflection of its Rosewood ownership," Mr. Rains said. "Successfully restoring one of the world's most iconic hotels without compromising the property's character and history is a major win for the hospitality company.

"One of the biggest concerns when a major hotel brand acquires a property is that it will somehow change - that all properties under single ownership will begin to look the same," he said. "In this case, Rosewood is demonstrating quite the opposite.

"As a company, Rosewood is demonstrating a genuine commitment to cultivating and elevating the provenance of each individual property."

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