



Paris
**PRESS
RELEASE**
LA FANTAISIE

2023

A Garden in the Heart of Paris

A NEW LANDMARK
HOTEL TAKES ROOT ON
**THE BUSTLING
RUE CADET**
IN THE 9TH
ARRONDISSEMENT



The latest property launched by the family-owned Leitmotiv hotel group, La Fantaisie has been designed as a lush enclave in the city centre. The hotel awakens the senses, creating a harmonious environment where nature and pleasure go hand in hand.


Fostering a warm and welcoming atmosphere – this is what La Fantaisie is all about. Our hotel relays the animation of the market street outside, taps into the daily life of the hip Faubourg Montmartre neighbourhood, and invites you to join in. Simultaneously, La Fantaisie is a tranquil, green paradise where nature takes full rein.



Historically, Rue Cadet draws its name from the brothers Jacques and Jean Cadet, renowned gardeners in the 16th century, who owned the Clos Cadet and supplied the court with fruit and vegetables. At that time, the street was home to crop-growing fields. With its large, landscaped garden, La Fantaisie builds on this heritage to offer a new concept. Up above, a tree-lined rooftop bar frames panoramic views of Paris and becomes a destination in its own right – a hidden gem in this quartier.

Conceived as individual havens of peace, the 73 rooms and suites as well as the spa and various bathing facilities provide a total disconnection from the hustle and bustle of the urban environment outside. Inspired by the natural world, each key promises a unique stay. The communal areas complement the accommodation as creative and convivial spaces that act as a gateway to discovering this lively area of Paris – opening the door to new encounters, creating an environment where you feel at home in complete freedom.





The
DREAM
of the
GARDEN

A Natural Exuberance

SELECTED FOR HIS
ELEGANT AND OFFBEAT STYLE

MARTIN
BRUDNIZKI

DESIGNED THE INTERIORS
OF LA FANTAISIE

Totaling 63 rooms and 10 suites with balconies and terraces opening out onto breathtaking views of the city sites or the garden, the ensemble wrapped in a green oasis... The Swedish designer founded his agency Martin Brudnizki Design Studio in London in 2000. Since then, Martin Brudnizki has delivered a large number of restaurants, hotels and members' clubs in the English capital with his signature style of measured exuberance, a sense of revelry, scenographic playfulness and rigorous attention to detail, which have made his global reputation today.



Drawing on nature as inspiration, Martin Brudnizki Design Studio orchestrates interiors with bucolic charm. The colour palette – soft greens, sunny yellows and coral touches – evokes the natural world, creating a soothing and comfortable environment. Canopies, parasols and outdoor furniture project the warmth of sunshine, beckoning you for a relaxing break under the Parisian skies. The choice of luxurious materials is discovered, both literally and figuratively, like a fantasy (or should we say fantaisie): richly upholstered seats, lavish headboards, ornate walls and ceilings covered with floral wallpaper... you are transported into a dreamlike world.

Despite the city bustle of Rue Cadet, you feel drawn into the lushness of a garden in the heart of the city. Martin Brudnizki Design Studio has meticulously selected natural elements such as cane backrests, glass wall lamps that resemble petals and foliage, and a mosaic that represents a field of wild flowers and grasses in the spa. Here, you can breathe serenely.

The energy of the neighbourhood, the charm of the 9th arrondissement and its bohemian vibe are all combined in the restaurant and café, both of which open onto the market street outside. Everyone is made to feel at home as you unwind and discover the various ambiances that La Fantaisie has to offer throughout the day. Living in Paris takes on an air of newfound freedom.



*the
rhythm*



of Paris

A World of Flavours

MAKE WAY FOR OUR CHEF!
A WOMAN IN THE KNOW

DOMINIQUE
CRENN



IS AT THE HELM OF
LA FANTAISIE'S RESTAURANT

A creative and seasonal vision of good taste... Born in France, Dominique Crenn has transformed Californian gastronomy to the point of becoming the first and only chef to be awarded three Michelin stars in the USA. Her vision leaves no room for compromise. Based on local and sustainable products, her cuisine reflects the challenges of our time, adopting a zero plastic and zero waste philosophy.



Mindful of the environment, the chef shares her convictions with a laidback attitude typical of visionary gurus; on the plate, she revisits her formative years in France and her love for California, conveying open and inclusive values and reviving the link between food and nature. The menu offers enticing dishes such as recado negro, charred vegetables, crispy rice with mushrooms in Pico de Gallo sauce served in a dashi broth, and a bao of cured fish. An inspired concept of sharing and creative freedom.

In the restaurant, the atmosphere is relaxed, just like in California! Natural light reigns, and when the weather is good, the terrace, which extends into the garden, tempts you out to enjoy a longer break. Inspired by an antique garden greenhouse, the restaurant's glass roof connects the restaurant with the natural world outside and the evolving seasons.

Enjoyment is also at its peak at the rooftop bar: surrounded by greenery, the space opens out onto the legendary zinc roofs of Paris, offering a privileged view. A convivial spot, the bar boasts luscious cocktails and is a lively, fun and offbeat place to unwind. From this green haven, you can rediscover La Fantaisie from above with its hanging gardens and veranda flooded with light. The rooftop bar resembles a hidden paradise where pleasure and joie de vivre rule.





with
COMPLIMENTS
from the
CHEF

Time to Regenerate

ACCESS THE
LOWER LEVEL OF
LA FANTAISIE
TO DISCOVER A NEW
AND ENCHANTING WORLD



Dedicated to relaxation and wellbeing, the spa's ethos is based on a holistic approach with its baths inspired by ancient healing rituals and the curative power of underground springs. In the heart of this quiet sanctuary, multiple design features invite nature to flourish: armchairs upholstered in soft green fabric, mosaics depicting sprouting plants, and pools filled with water reflecting the spring green colour of their environment.



Sharing our philosophy, the Holidermie brand embodies holistic beauty, opting for total transparency towards its community and advocating benevolence, responsibility and respect. Holidermie is committed to beautifying women's skin from the inside out and contributing to their physical and mental wellbeing. Holidermie has proven its effectiveness through a tenfold increase in performance, thanks to the synergy between active ingredients, nutrients, pre and probiotics contained in its care products and food supplements. Exclusively selected for La Fantaisie's spa, Holidermie advocates a unique, naturally vegan approach and a commitment to effective, simple and radiant beauty.

The spa offers a selection of treatment cabins as well as a wide range of bathing rituals. You can indulge in a hot bath; unwind in the large jacuzzi; plunge into a cold bath, recharge your batteries in a mineral water pool; or rediscover the joys of the sauna and hammam followed by cold water fountains and crushed ice.

At La Fantaisie, nature and rejuvenation take the lead. Here, in the spa, guests come to purify and regenerate, to find peace and tranquillity – a far cry from the agitation of the city. What could then be more natural than to go and relax in the lush garden...




Wellness



*is a way
of life*

A reinvented architecture

SELECTED FOR THEIR SAVOIR-FAIRE TO
REVITALIZE THE
EXISTING BUILDING,
ARCHITECTS PETIT DIDIER PRIOUX



designed a hotel that is both a haven for nature and a dynamic neighbourhood landmark. La Fantaisie has a role to play in its neighbourhood... The hotel's architecture reflects this burgeoning identity. Anchored in the heart of the 9th arrondissement, one of the most populated and least green areas of Paris, the hotel reinterprets its relationship with the street, establishing a dialogue between a dynamic urban context and a peaceful, lush hotel experience. Behind the elegant and stylish facade, however, lies a complex project: constructed in the 20th century, this pastiche of a classical townhouse – pre-renovation – made for a strong, visual rupture with its surroundings in this narrow part of the street. This imposing building had aged badly, and the outdated architecture had to be reworked. From the outset of the renovation project, it was evident that ground floor accessibility should be improved with large glass partitions and that the garden at the back of the site should be opened up.



Another priority for the architects at Petitdidierprioux was to avoid completely demolishing the existing building; at each stage of the project, the optimal environmental approach was chosen to not only reduce the impact of the works (preserving quality of life for the local neighbourhood) but also to conserve resources, such as maintaining the sound structural building elements.

The redesign provides a new programme for the hotel. Conceived as a haven between the hustle and bustle of the city and the tranquility of a holiday resort, the spaces can be explored like a promenade: from the luscious garden to the tree-lined rooftop, passing by the immense, luminous skylight and the wellness areas – repurposed from the former disused underground car park. Now, the relationship with the street or garden has been re-established thanks to the larger guest rooms (often with a reconfigured layout) and balconies. One of the key elements of the project, the facade has been revitalized. Clad in greyish-green pre-weathered zinc, this new facade pays tribute to the Parisian landscape. Complemented by the building's copper-covered roofs, a balance between the built environment and the natural world has been created. Set between the neighbouring buildings, the new glazed rooftop area adds dynamism to the street's skyline. It stands out as the culmination – and crowning glory – of La Fantaisie's new architecture.



Welcome to



La Fantaisie

Paris is a party

ANCHORED IN THE LIFE
OF THE NEIGHBOURHOOD,
LA FANTAISIE
SINGS TO
THE SAME TUNE



Opening out onto Rue Cadet, the hotel is not just a destination for travellers, but a meeting place for locals and connoisseurs of the area. Tapping into the local rhythm, La Fantaisie engages with the village feel of this young and bohemian district in the heart of the historic centre. The abundance of food shops and independent boutiques creates a welcoming ambiance, which our café – with its terrace directly on the street – diffuses in turn.



Just a short walk from the Grands Boulevards, Rue Cadet is one of a kind and a veritable flâneur's paradise. An energising buzz is always palpable, fuelled by an exceptional creative and entrepreneurial community. Business is going well, and sensorial immersion is au rendez-vous as the rooftop bar and restaurant come to life at different times of the day.

A true player in its neighbourhood and a unique playing field balancing nurturing nature and pure enjoyment, La Fantaisie actively engages in life: tapping into the local rhythm, bringing people together, celebrating both small and large occasions are its raison d'être. Indeed, Paris will always be a party.



A photograph of a Parisian cafe scene. In the foreground, a table is set with a white tablecloth, several clear glasses, and silverware. In the background, people are seated at tables, some holding drinks. A central blue rectangular overlay contains white cursive text. The text is arranged in two parts: the top part reads 'A casual luxury' and the bottom part reads 'distinct to Paris'.

A casual luxury

distinct to Paris

A LEITMOTIV

"Our hotels are environments where the joys of spending time together, or equally living at one's own pace, define the daily rhythms."

Martine Kampf

Created by the Kampf family in 2018, the Leitmotiv hotel group inspires a fresh interpretation of casual luxury. A modern desire to tap into the local rhythm, enjoy the local aspirational lifestyle, and inspire new connections – and emotions – between guests and a destination. Each hotel is discovered as a living environment: sharing, generosity, and *joie de vivre* form part of everyday life.

Whether in the heart of the village of Megève, in the bustling Rue Cadet in the 9th arrondissement of Paris, or in the bohemian district of Monti in Rome, Leitmotiv creates inspired and inspiring places that reflect the local cultural life. In terms of guest experience, Leitmotiv values freedom over formality. Guests live at their own pace, choosing the rhythm that suits them, be it sipping a drink on the terrace, relaxing in the spa, leafing through a book in the library, meeting up with friends on the rooftop, or strolling through the garden. Playfulness and spontaneity are the *mots d'ordre* as each guest decides whether it is time to regenerate or to discover the local vibrancy.

The interior design, as well as the bar and restaurant menus, reflect the personality of each address. Anchored in the *terroir* of each destination, international guests and locals alike are encouraged to be pleasantly surprised. At Cœur de Megève, the cosy environment designed by Sybille de Margerie is enhanced by the truly gourmet Alpine menu created by Christian Julliard. The luscious gardens and interior spaces created by Martin Brudnizki, the London-based Swedish designer, for La Fantaisie in Paris are paired with an innovative and seasonal menu conceived by Dominique Crenn, the most Californian of all triple Michelin-starred French chefs.

Naturally anchored in its *époque*, Leitmotiv is committed to promoting local talent including artisans and chefs – the men and women that make each place special. A proactive space integrated into its neighbourhood, each hotel encourages discovery: city guides, local collaborations, artistic programming... the Leitmotiv group establishes a true connection with each unique destination.

www.leitmotiv.fr - [@leitmotivhotels](https://www.instagram.com/leitmotivhotels)

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