BOSCALT
HOSPITALITY

PRESS RELEASE

PIERRE YVES ROCHON TO DESIGN THE BACCARAT HOTEL ROME
The ultra-luxury hotel will encompass a unique elegance in line with the Baccarat brand

Luxembourg, May 11th, 2023 – Boscalt Hospitality has announced Pierre Yves Rochon as the interior designer for The Baccarat Hotel Rome. Established in 1979, the PYR (Pierre Yves Rochon) team is renowned for their seamless quality of work, having designed some of the most luxurious hotels in the world.



PYR, together with Boscalt Hospitality and SH Hotels, are currently working on the design of the Baccarat Hotel Rome to turn it into a sophisticated emblem in the city of Rome. The public spaces along with the 87 rooms and suites will be adorned with unique artworks and colors representing the timeless style of the Baccarat brand intertwined with Pierre Yves Rochon's refined elegance. The property is currently in the initial renovation phase and is set to open in early 2025.

"We are thrilled to be working with the PYR team for a property like the Baccarat Hotel Rome." said Boscalt Hospitality co-founders Liza Masias and Jaume Tapies. "We anticipate a successful refurbishment, thanks to the hard work from all parties involved, and hope the Baccarat Hotel Rome will surpass the expectations of guests and locals alike."

Pierre Yves Rochon, interior designer, added, " Crystal will be in the spotlight in Rome, in the elegance of the past and its modernity."

About Boscalt Hospitality
Boscalt Hospitality, a member of the Edmond de Rothschild Private Equity Partnership, strategically focuses on the upper end of the hospitality market, upscale to luxury, in prime locations of key European cities a strategy requiring a high level of hospitality expertise and resources to deliver long-term value. Boscalt Hospitality's investment in the Baccarat Hotel Rome illustrates this strategy and shall not, in any way, be considered as an offer, an inducement, or a solicitation to buy or sell the shares of this asset.

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About Pierre Yves Rochon

Founded in Paris in 1979, the Pierre-Yves Rochon interior design firm has completed numerous projects in the residential, luxury hotel and gastronomy sectors across the world.
Thanks to its expertise, demanding standards, and high quality of execution, the Pierre-Yves Rochon signature is now globally recognized.
The Pierre-Yves Rochon studio is involved in every phase of design and development for its projects, from completion of the site's program to its compliance phase at the hands of the trades involved.
Today, the Pierre-Yves Rochon firm has two offices in Paris and Chicago and is part of Perkins & Will, an architecture firm with 25 offices around the world, specializing in urban planning, architecture, interior design, strategic planning, restructuring and architectural restoration.

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About The Edmond De Rothschild Private Equity
Edmond de Rothschild Private Equity is an independent firm, part of Edmond de Rothschild Asset Management, with over CHF3.5 billion in assets under management. With an entrepreneurial approach to finance and backed by strong convictions, Edmond de Rothschild Private Equity builds and develops differentiating investment strategies that provide a sustainable response to environmental and social challenges

Founded in 1953, the Group had nearly CHF 178 billion in assets under management at the end of December 2021, 2,500 employees, and 29 locations worldwide.

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