

REVEALED: *Hot hotels shaping the future of travel*

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The Modernist

What's the idea? It's all in the name. Aimed squarely at the discerning Greek traveller, these cosmopolitan Greek boutiques combine contemporary Danish design with mid-century and art deco details. They pride themselves on collaborations with cool local creatives and staff that know the area inside out.

Where is it? The first property opened in Greece's second city Thessaloniki – founder Kostis Karatzas's hometown – in 2018. Last year, The Modernist arrived in Athens with a second hotel housed in the city's former Canadian embassy, replete with a rooftop garden that doubles as an open-air cinema.

Why should I stay? For the well-picked partnerships. Athens is not short on stylish boutiques, but surely few hotels have cocktails created by Nikos Bakoulis, co-founder of The Clumsies – currently at number three on The World's 50 Best Bars – playlists by Athens-based DJ Palov and workshops and talks with guest artists. Local makers are behind everything from the staff uniforms to the custom espresso cups in the restaurant, which are available to buy in the lobby shop.

What's next? This is only the beginning for the brand, says Karatzas. There are plans to open in other European cities, but there might be more Greek hotels on the horizon first. Watch this space. themodernisthotels.com



Clockwise from left
Lou Pinet's rooms have
a bohemian vibe; the
pool at Crillon le Brave;
and Le Coucou's bar.

Maisons Pariente

What's the idea? Founded by ex-fashion entrepreneur Patrick Pariente – of Naf Naf fame – and his daughters Leslie Kouhana and Kimberly Pariente, this family-owned French hotel group has a knack for five star properties that feel more like private homes.

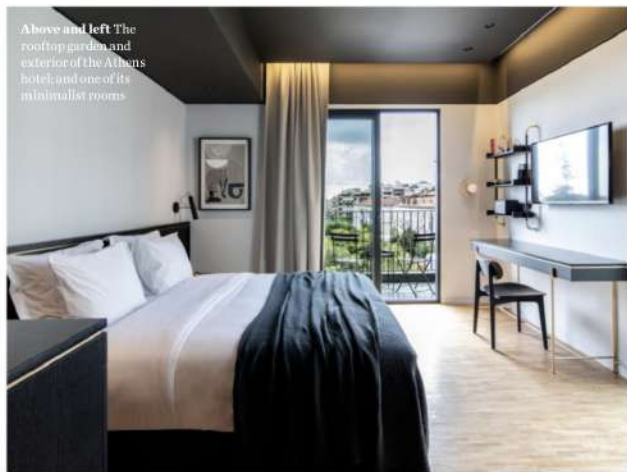
Where is it? Its trio of chic hotels neatly showcase the different faces of French travel. Hôtel Crillon le Brave is a labyrinth of stone buildings on a Provence hilltop, there are sunny, retro-tinged rooms at Hôtel Lou Pinet in Saint-Tropez and Le Coucou, designed by Pierre Yovanovitch, has injected skiing mecca Méribel with some much-needed fun.

Why should I stay? For total refuge. There's no copy-paste concept here, so expect a different personality at each property, but there are a few guarantees – expansive natural surrounds, carefully curated art collections and plenty of personalisation. The whole experience is designed as an antidote to the standardised service of the large luxury chains.

What's next? A much anticipated Paris property in the heart of Le Marais. Promising to offer something different in the family's native city, Le Grand Mazarin is due to arrive next spring with 63 rooms and suites, an all-day dining restaurant concept and an underground bar. maisonspariente.com



Above and left The
rooftop garden and
exterior of the Athens
hotel; and one of its
minimalist rooms.



WORDS: CATOLEY PICTURES; IOANNA KOUROPOULOU; PIETRETTI; STUDIOVA