

PRESS RELEASE
PARIS, 12 NOVEMBER 2020

**GROUPAMA IMMOBILIER INAUGURATES A GRAND
HAUSSMANN-STYLE BUILDING AT 99 BOULEVARD
MALESHERBES, PARIS 8**

Following three years of renovation, Groupama Immobilier inaugurated the residential part of an outstanding property located in the heart of the 8th arrondissement of Paris, a stone's throw from Parc Monceau.

99 Boulevard Malesherbes includes an urban mansion comprising offices (still under reconstruction) and an exceptional freestone building of high-class residences, ranging from studios to spacious six-room flats.

This upmarket building with beautiful fixtures was completely redesigned by the residential property department, restructured and drawn up by architect Fanny Rozé. Balas was the general contractor chosen for the works.

When you enter 99 Boulevard Malesherbes, you can aim for one of three destinations: *work and joy*, *work at home* and *welcome home*.

Indeed, the renovated mansion comprises a variety of spaces. *Work and joy* offers collaborative spaces that facilitate teamwork, as well as smaller, quieter offices for more privacy.

The concept of *work at home* integrates work areas into the flats. This mix of uses on the premises makes it possible to reconcile work and personal life.

Architect Fanny Rozé has imagined three aesthetic styles to fit out flats that include a commercial surface: Cachemire; Romance and Confidence.



99 Boulevard Malesherbes – Paris 8th

Groupama Immobilier worked with several artists to decorate the marvellous Haussmann-style building. Thomas Lardeur did us the honour of creating three sculpted works from his Face à Face collection, installed in the entrance hall.

In addition, Stephen Whittaker decorated the show flat, producing a specific ambiance that extends the pastel brilliance of the interior tones.

ABOUT FANNY ROZÉ

Fully licenced architect Fanny Rozé is passionate about interior design. Her work expresses her desire to design distinctive places that match people's specific needs and lifestyles. Her everyday challenge is to blend the colours, light and materials of every piece of furniture, wall and object, creating each project to measure and harmonising the premises.

www.fr-architecture.com

ABOUT GROUPAMA IMMOBILIER

Groupama Immobilier is the Groupama Group's management vehicle specialised in real estate activities (commercial and residential). On behalf of its principals, the company manages a €3.2 billion portfolio, making it one of France's leading managers of real estate assets.

www.groupama-immobilier.com