

PSC

HOSPITALITY



Strategic & Creative Consulting Agency Specialised in Premium & Lifestyle Hospitality

PSC Hospitality offers tailor-made support to professionals that may or may not be specialised in the Hotel, Food & Beverage and Entertainment industries. The agency can intervene at any stage, to develop or structure a business in France or Internationally, using a 360-degree approach.

The Art of Hosting according to Paris Society

Paris Society is a pioneer in the Art of Hosting à la française. The group operates more than sixty establishments, and has based its headquarters in Paris and Dubai.

Restaurants, Hotels, Clubs, Events, this Hospitality specialist has been on the scene for 25 years, and still has the same ambition: to offer only the best.

PSC HOSPITALITY works hand in hand with the experts of its mother group, to bring a new vision to this sector, making sure to place the human element at the very heart of the experience.

No destination is too surprising,

No vue too exceptional,

No meal too refined,

No evening too glamorous,

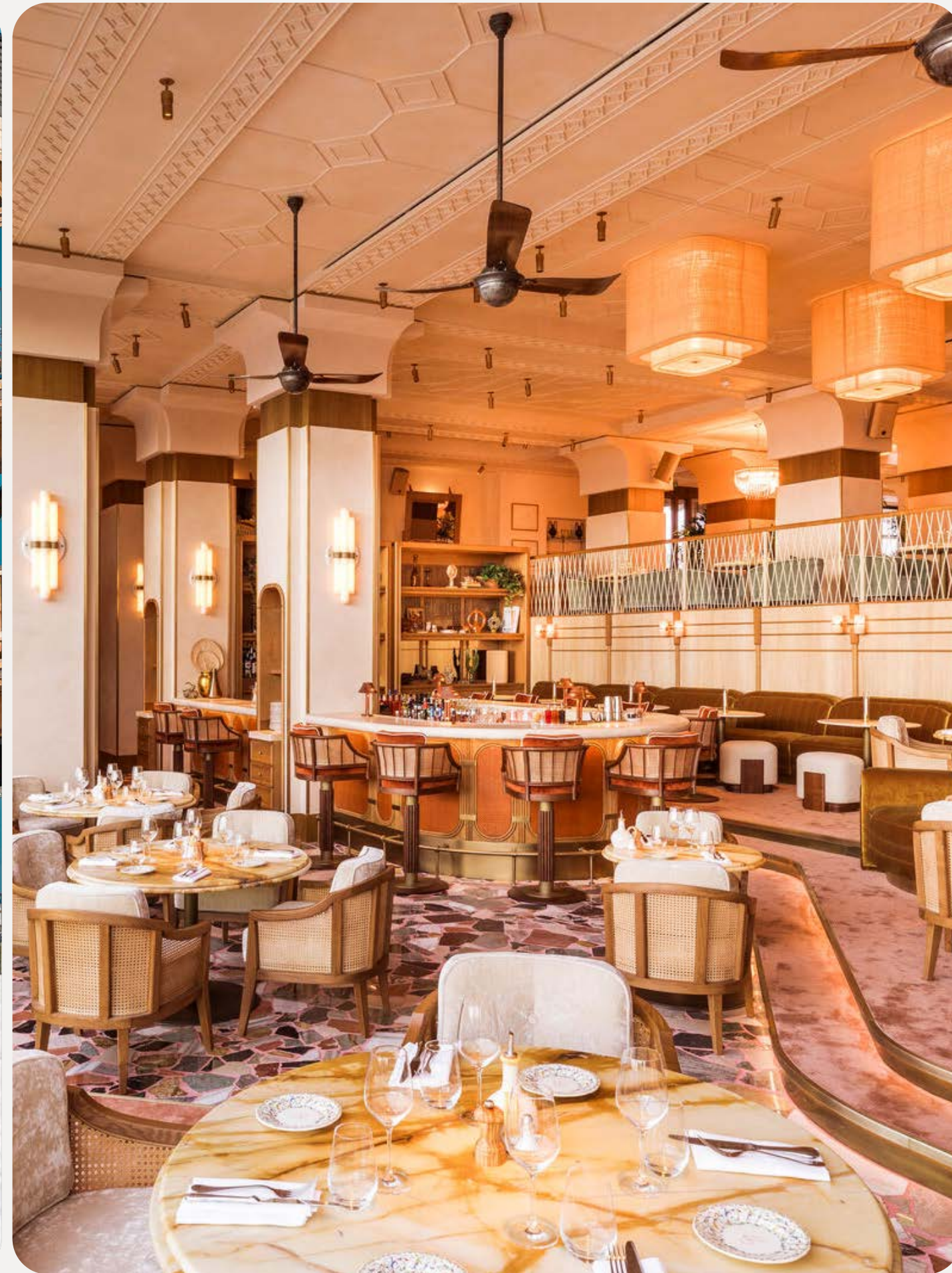
& no escape is too precious.



PARIS SOCIETY LOCATIONS



REFUGE DE SOLAISE
Val d'Isère



GIGI RIGOLATTO
Paris • Dubaï • Val d'Isère • Saint-Tropez



RASPOUTINE
Paris • Dubai • Los Angeles

OUR EXPERTISES

HOTELS



RESTAURANTS



BARS



CLUBS



Feasibility

Analytical and comprehensive phase of the project.

The study of the needs, wants and ambitions, as well as the local environment.

The objective is to visit the site and establish the initial strategy to ensure longevity and success in the long term, from the theoretical plan to the premise of a new concept.

BENCHMARKS & MARKET STUDIES

GLOBAL TREND ANALYSIS

CURRENT PROJECT ANALYSIS

AUDIT OF THE CURRENT OFFER

FEASIBILITY STUDY

PRICING STRATEGY

POSITIONING DEFINITION



Conception

Creative phase that bring upon the «concept», the story behind it all and the vision linking it together.

It is a critical point in the development. A balance between innovative thinking and timeless elegance must be met, to ensure a strong directive that can be found in 360° of the project.

This global mindset is what enables the futur hotel or restaurant to become a true destination

STORTELLING CREATION

DETAILED CONCEPT DEVELOPMENT

ARCHITECTURAL VISION & DESIGN BRIEF

PROGRAMMATION & MUSIC BRIEF

GRAPHICAL IDENTITY & APPLICATIONS

ZONING & IMPLANTATION

Deployment

Critical phase where theory turns into practice.

PSC HOSPITALITY makes the most of the Paris Society experts. They have the know-how and experience through the group's own hotels, restaurants, bars and clubs, and can ensure that the project is operationally viable.

It is the same methodology that has made a success of Paris Society that is applied to each of the projects under the PSC HOSPITALITY portfolio.

PROJECT MANAGEMENT & COORDINATION

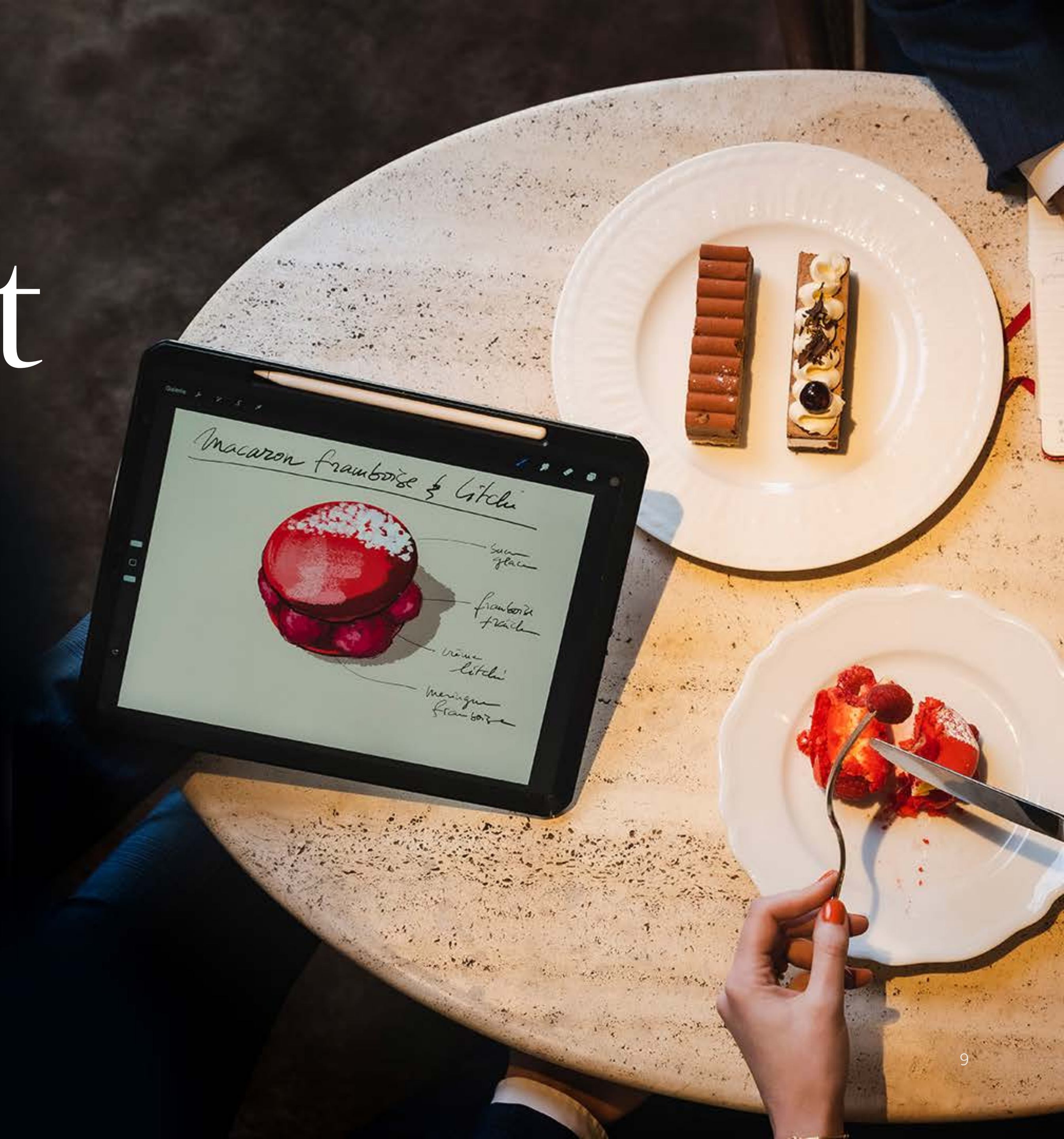
OS&E & FF&E RECOMMENDATIONS

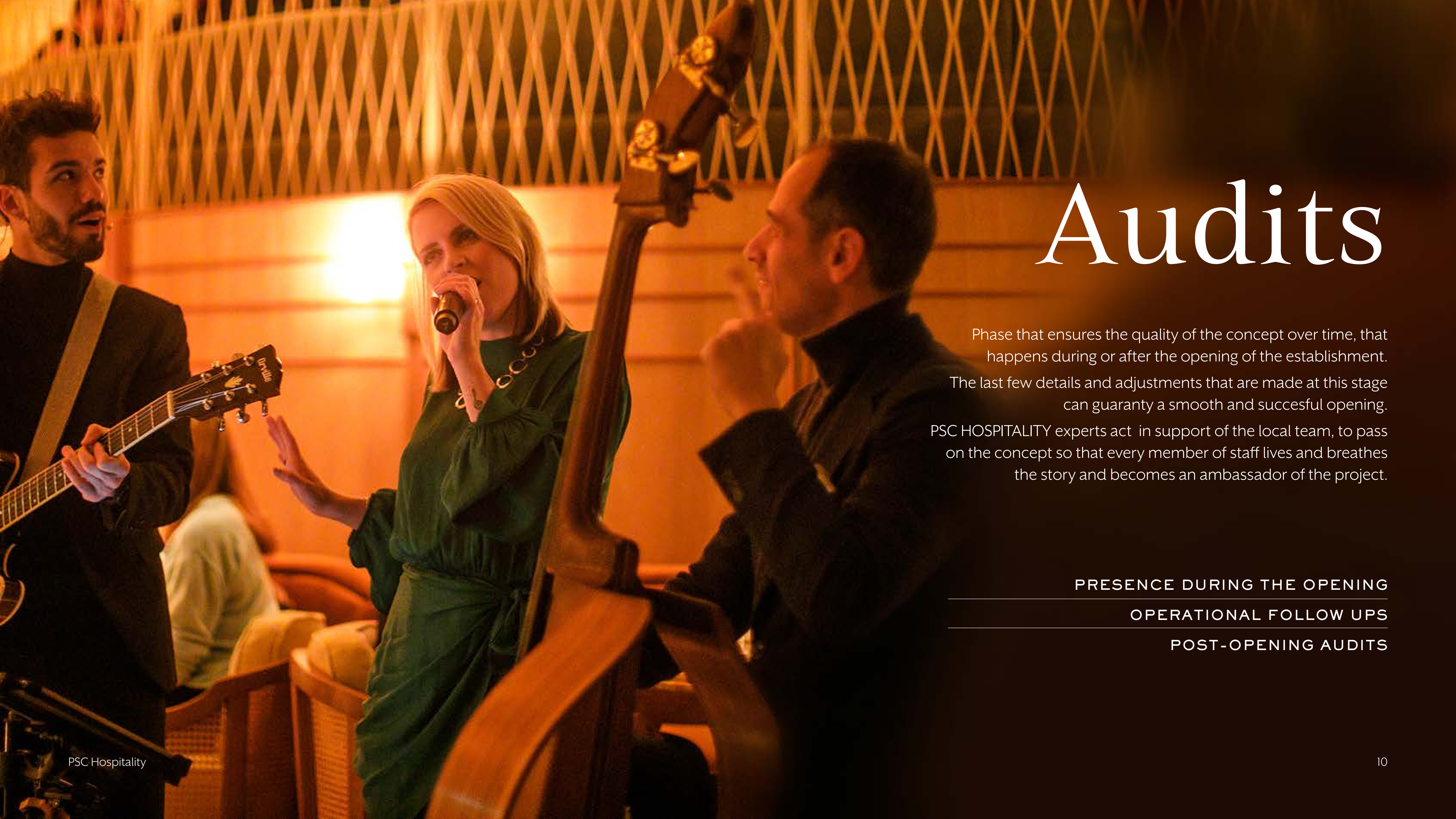
DESIGN AND BACK OF HOUSE REVIEWS

TECHNICAL FILE CREATIONS & TASTINGS

OPERATIONAL TRAINING

HR SUPPORT





Audits

Phase that ensures the quality of the concept over time, that happens during or after the opening of the establishment. The last few details and adjustments that are made at this stage can guaranty a smooth and succesful opening. PSC HOSPITALITY experts act in support of the local team, to pass on the concept so that every member of staff lives and breathes the story and becomes an ambassador of the project.

PRESENCE DURING THE OPENING

OPERATIONAL FOLLOW UPS

POST-OPENING AUDITS

OUR REFERENCES

They have
trusted us

EUROPE

NORTH
AFRICA

MIDDLE
EAST

USA

AUSTRALIA



PARKER'S DUBAI

The Emirati group The Independant Food Company has solicited PSC in order to rethink their «Parker's» brand, in time for their new flagship restaurant that is centrally located in the Dubai Mall.

Current offer audit

Design brief & support

Staging & Scenography

Repositionning

Food menu creation

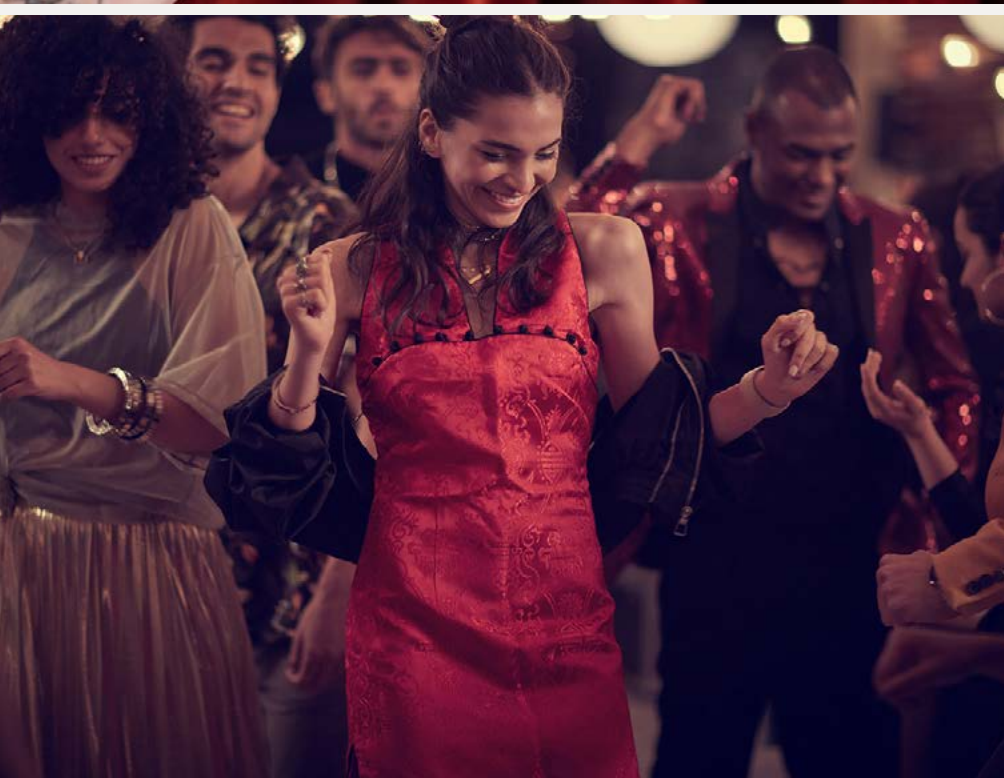
Kitchen training



INSTA TIK TOK

Architecture : Friedman & Versoce





Architecture: AW2

SIX SENSES CRANS-MONTANA

PSC Hospitality has been solicited by the owners (1875 finance) to create the 2 F&B spaces of this ultra lux hotel, before passing on to Six Senses. Both the «holistic brasserie» and the «festive japanese» concepts have been created as brands, to allow them to be deployed internationally

- | | |
|-------------------------|------------------------|
| BYAKKO conception | Project management |
| WILD CABIN conception | Design brief & support |
| F&B support | Branding & Graphics |
| Presence at the opening | Post-opening audits |



AMI SOCIAL GRILL RENNES

PSC HOSPITALITY is working together with the independant restaurant group HOLDOZ as it opens and reopens numerous restaurants and foodhalls in Rennes, France. The first of these concepts is AMI Social Grill.

- Conceptualisation
- Design Brief & suivi archi
- Branding & Graphics
- Operational training
- Scenography
- Deployment support



WEB

INSTA

Architecture : Wunder Architectes





MSC CROISIÈRES & EXPLORA JOURNEY

PSC is working together with MSC in the development of their cocktail bars, on both the MSC Europa cruiseship and their new luxury brand Explora, that will be travelling the world this coming summer starting in the Mediterranean.

Bar storytelling

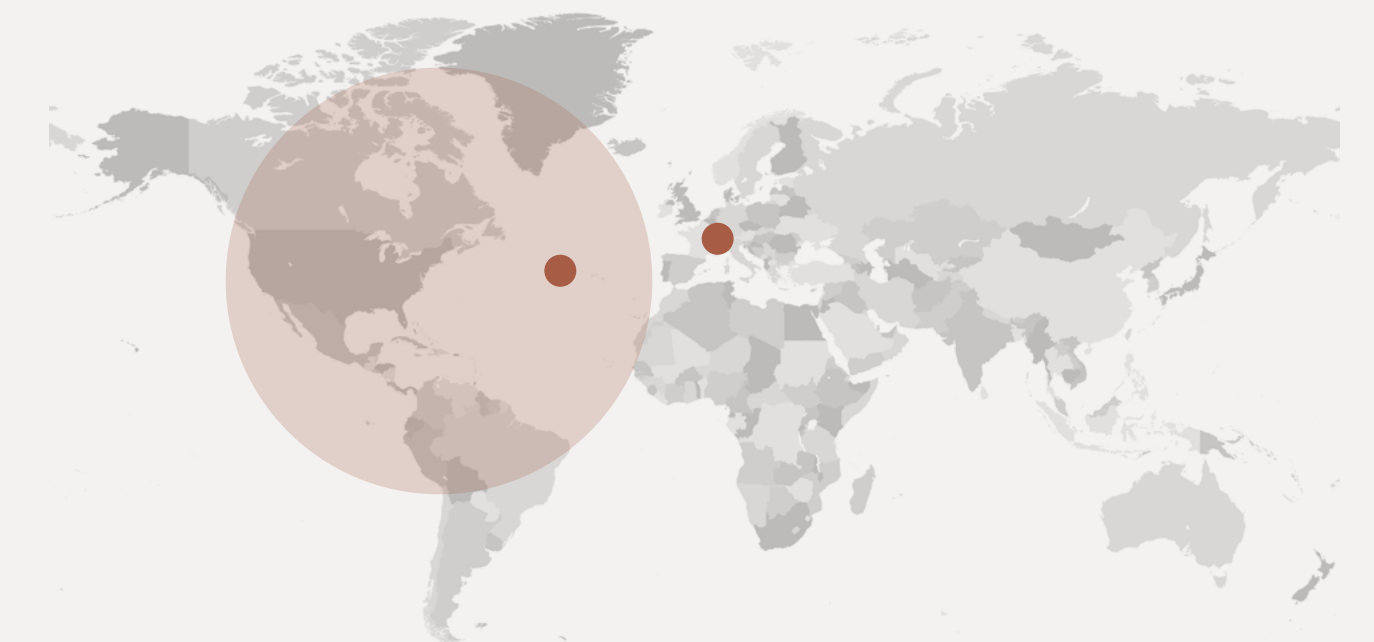
Tasting organisation

Cocktail creation Explora

Bar training

MSC cocktail creation

Presence at the opening



WEB

INSTA

PULLMAN HAMBOURG

PSC HOSPITALITY is working in unisson with the operator Accor & the owner Unibail Westfield, in order to create and support in the deployment of the 4 F&B outlets of the future Pullman in the new Uberseequartier. These will include a coffee-shop, a bar, a restaurant & a rooftop.

- Feasibility study

Conceptualisation

Design brief & support

Branding & Graphics
- Benchmark

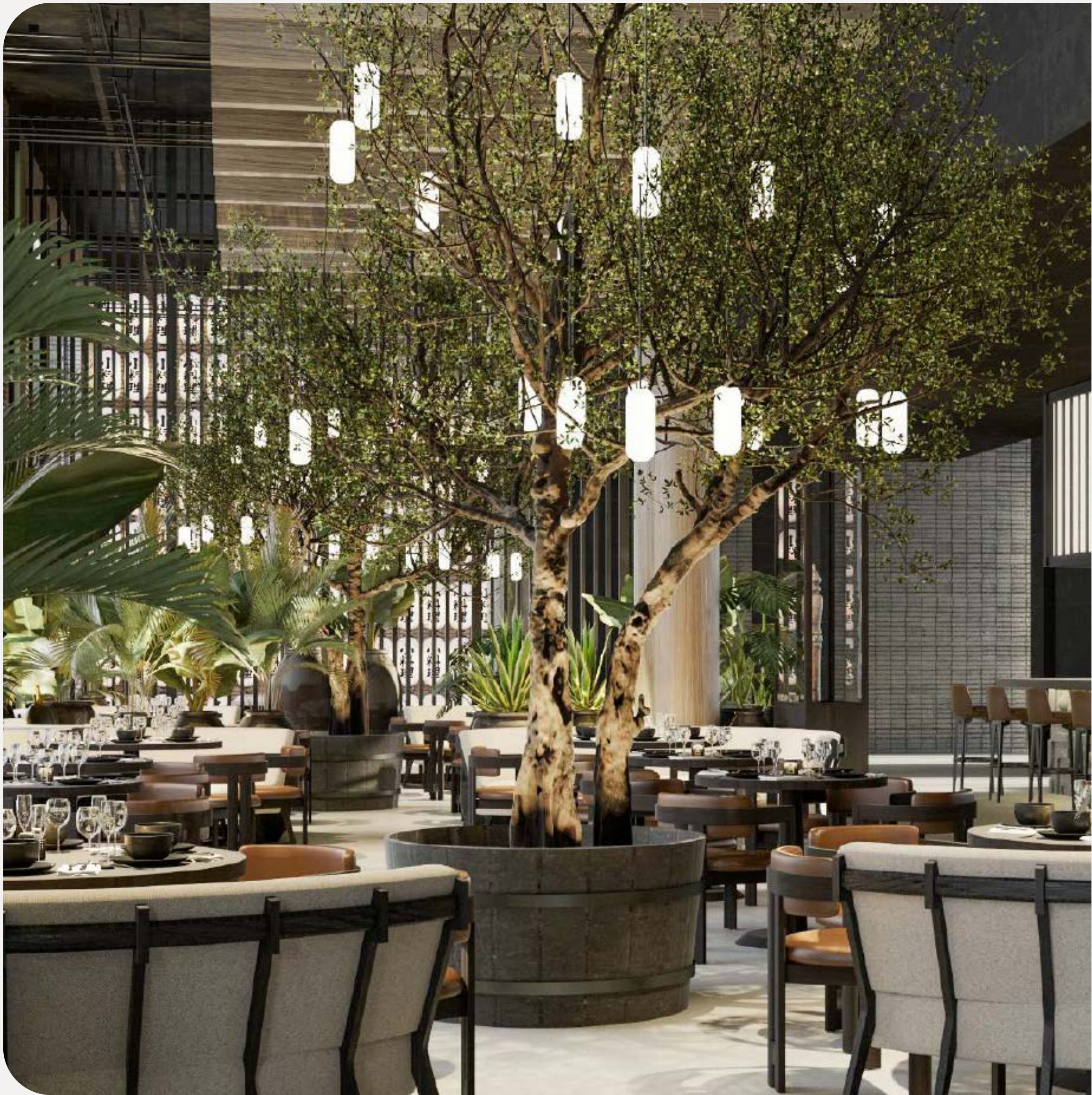
Training

Scenography

Deployment support



Architecture : Christophe Pillet





Architecture : Penson

JO&JOE BRAND

PSC HOSPITALITY has been solicited to define and structure the F&B identity of their economic lifestyle brand JO&JOE to make it identitary and replicable in future locations. The creation then lead to the support in the deployment of this brand in their first urban flagship location, in Gentilly, France.

- Storytelling
- F&B Manifesto creation
- Offer definition
- Staging recommendations
- Back of House support
- OS&E sourcing



WEB INSTA

ÉQUIPE

A team of Project Managers & Paris Society experts, where graphic designers & artistic directors work along side chefs, barmen and service design experts to deliver the best experience in hospitality.

Mixologists

Chefs

Graphic Designers

Artistic Directors

Service Design Trainers

Retail Experts

OS&E et FF&E Experts

Hotel Experts

Technical & BoH architects





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