

DATE
NOVEMBER
2024

TO:
FOUR SEASONS
TEAM

FROM:
LA BOUTIQUE
RP

La Boutique is a Parisian PR agency that has made lifestyle and hospitality its in-house speciality. For more than 20 years, the agency has embodied a signature boutique spirit, emphasizing passion, commitment, and sincerity in its collaborations.

Founded from the encounter between Sandrine Staub and Clarisse Dupuis, La Boutique was born of a desire to build a company that reflects who they are, capable of achieving great things while offering a human partnership.

Over the years, La Boutique RP has earned the trust of both emerging and established brands, either new or profoundly desirable for having stood the test of time. Each, in their own way, shaping a piece of the world of today.

La Boutique stands by them, delivering tailored communication strategies that resonate with a world that moves quickly.

To us, each new collaboration is a beginning, an opportunity, a reason to experience what we truly are: curious beings, indulgent, lovers of beauty, of quality, of others, dreaming of new spaces or fresh experiences. Beings in motion, attuned to the spirit of the times.

It is to these individuals — clients, readers, followers, and today's new "consumers" of a world in constant renewal — that La Boutique RP dedicates its words, ideas, and attentions.

For it is the small gestures that build the strongest relationships.

That is how we work.

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We wish you a warm welcome at
La Boutique RP.

We are honoured that our work has captured your attention
and are delighted to introduce our agency, hoping that these following pages will offer you
an understanding of who we are, what we do, and above all, what we believe in.

SANDRINE & CLARISSE

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Our Know-How

Within our network of journalists, influencers, consultants and artists, we create exchanges and generate interactions between them all, in order to ultimately bring about a desire to communicate and share. It is the sincerity of the connections we make with each and every person, which truly makes us different.

From strategic vision, editorial production and social media activations to the design of creative or event-driven campaigns, La Boutique RP builds a real ecosystem of influence for its clients on a daily basis.

1. PRESS RELATIONS

We create notoriety and master the reputation.

2. TV & RADIOS

We publicize an expert and place a product.

3. SM STRATEGY

We identify influencers and increase visibility.

4. PUBLIC RELATIONS & EVENTS

We create enthusiasm and cultivate the relationship with the public.

5. COMMERCIAL OFFERS & PARTNERSHIPS

We imagine the most profitable offers and partnerships to enliven the brands.

6. STORY TELLING STRATEGY

We develop a story telling and turn information into a singular creative content.

7. SENSITIVE COMMUNICATIONS

We identify risks to better understand them and react.

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WE HAVE ACCOMPANIED OVER THE YEARS

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Significant Travel & Hospitality *Projects*

SHANGRI-LA

PR, Events
*Organization of 2 roadshows
and celebrity events in Paris*
2004 - 2006



BELMOND

PR, SM, Events
*Launch of new brand identity,
Hotels, Trains and Cruises*
2010 - 2020



PONANT

PR, Event support
Launch of Ponant Explorers yachts
2017



MICHELIN GUIDE

PR, Event support
Ceremony of the Michelin Stars
2022-2023-2024



SOFITEL

PR, Events
Global brand relaunch
2007 - 2012



ETIHAD AIRWAYS

PR
Reveal of the A380 Residence
2011 - 2019



PARIS AEROPORT

PR, Event support
*Giant yoga classes in the terminals
and on the runways of Paris-Charles
de Gaulle Airport*
2018 - 2019



THE PURIST, ACCOR

PR, SM, Events
*Launch of the new wellness label for the MGallery,
Sofitel, and Emblems brands*
2023 - today



MANDARIN ORIENTAL

PR, SM, Events
*Opening of Mandarin Oriental,
Paris and Mandarin Oriental, Marrakech*
2009 - 2019



AIR FRANCE

PR, SM, Events
Company upscaling support
2014 - today



MARRIOTT PREMIUM AND SELECT BRANDS

PR, SM, Events
Openings, Moxy brand launch
2017 - 2020



MICHELIN GUIDE

PR, Event support
Launching of the Michelin Keys
2024



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2024 Portfolio



TRAVEL & HOSPITALITY

AIR FRANCE
MICHELIN GROUP, *travel Guides & Roadmaps - Hotel Keys*
STAYCATION
VISIT FINLAND
VOYAGEURS DU MONDE, *the tailor-made travel specialist*

BIOGRAFY ADDRESSES:
HÔTEL DE BUCI, Paris
TERRASS* HOTEL, Paris

LE BARN, *leader in countryside hospitality, close to Paris*

MARUGAL COLLECTION:
BEAU-RIVAGE, Geneva
DUNAS DE FORMENTERA, Balearics
LE RELAIS DE CHAMBORD, *the only hotel facing the Chambord Castle*
GRAND HÔTEL SOLEIL D'OR, *the first hotel opened in Megève in 1901*
VERMELHO BY CHRISTIAN LOUBOUTIN, Melides, Portugal

THE OBEROI, Marrakech



FOOD & BEVERAGE

FRENCH BLOOM, *award-winning alcohol-free sparkling wine*
MICHELIN GUIDE
MOËT & CHANDON
STURIA, *French caviar from Aquitaine*



ART, DECORATION & GARDEN

CHRISTOPHE GAUTRAND & ASSOCIÉS, *landscape designer of the last
Ruinart project*



SPORT & WELLNESS

BURNING BAR, *private hot pilates club in Paris*
EPISOD SPORTS STUDIO, *leader of Parisian sports studios Paris Palms,
the master in the art of Tui-na massage in Paris*
THE PURIST RETREAT & SPA BY ACCOR, *the new wellness concept for the Sofitel,
MGallery and Emblems hotels*
YUJ YOGA STUDIO, *the first French yoga brand*



ALMA STUDIO, *children's podcast created by the French DJ Martin Solveig*

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Who we are

We are a team of enthusiasts who cultivate the Boutique spirit every day. We are proud to be a human-sized team, and we embrace this identity even in our name.

What we do

We are passionate about guiding esteemed brands in sharing their stories and engaging with the pulse of today.

What we believe in

We do trust that the best PR outcome relies on being a true and loyal partner, sincere advisor and expert of the hospitality world, capable of delivering industry intelligence and understanding the stakes of tomorrow with creativity.

How we succeed

We approach PR like artisans, everything is tailor-made. All our actions are driven by our results-oriented mindset, yet we prioritize human relationships, considering ourselves as an extension of our clients' teams. Media professionals appreciate our respect for their work, as we offer them pertinent topics aligned with their editorial lines.

If many clients stay with us for several years, it's also because La Boutique has a very low turnover. We ensure team stability while continuously finding ways to reinvent ourselves in our everyday quest to deliver the best results.

How we behave

Our agency operates with a clear and strong ethical foundation, deeply committed to the service-oriented nature of our work, which we genuinely enjoy, fully aware that we remain behind the scenes where the real magic unfolds. Consistently, we engage alike with our collaborators, our clients, and media partners in an attentive and considerate manner.

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To those who believe that human touch
makes the difference.

YOU ARE AT THE RIGHT PLACE.

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