



## PRESS RELEASE



# OETKER COLLECTION PROMOTES TWO OF ITS SENIOR TEAM TO SENIOR VICE PRESIDENT ROLES AS IT CONTINUES WITH FURTHER EXPANSION

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The Oetker Collection has recently added Palais Namaskar in Marrakech and Hotel Saint-Barth Isle de France to its portfolio, and will be opening L'Apogée Courchevel later this year, on 11.12.13.

Philippe Perd, President and Managing Director of Hotel du Cap-Eden-Roc and Château Saint-Martin, and who is also project managing the launch of L'Apogée Courchevel, is to become Senior Vice President Operations and Project Development while Didier Le Calvez, President and Managing Director of Le Bristol Paris, who is also overseeing Hotel Saint-Barth Isle de France, will become Senior Vice President Operations and Sales & Marketing.

Since 2001, Philippe Perd has played a key role within the Oetker Collection, starting in the position of Managing Director of the Château Saint-Martin & Spa in Vence. In 2005, he took over the management of the legendary Hotel du Cap-Eden-Roc at the tip of the Cap d'Antibes before being appointed, two years later, as President and Managing Director of the two masterpiece hotels in the French Riviera. In 2011, he drove one of the most ambitious renovation projects to successful completion at the Hotel du Cap-Eden-Roc. A graduate of Harvard Business School and Ingham School of Design with a Certificate in Interior Design, his new role includes the conceptual development of new hotel projects for the Oetker Collection starting with the opening of L'Apogée Courchevel on 11.12.13. Philippe Perd will supervise the operations of the new



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masterpiece in the French Alps and continue to oversee the running of Château Saint-Martin & Spa and Hotel du Cap-Eden-Roc. Philippe Perd will also get the support of Frédéric Picard, who will start in early April in his new role as General Manager for Château Saint-Martin & Spa and L'Apogée Courchevel.

Didier Le Calvez joined the Oetker Collection in 2010 as President & Managing Director of Le Bristol Paris. Under his leadership, the Parisian palace implemented a number of major new projects such as the opening of the brand new Bar du Bristol, the Spa Le Bristol by La Prairie and Epicure, the 3 Michelin-star restaurant. From the New York Plaza to the Four Seasons George V in Paris, via the Regent in Singapore and New York's Pierre Hotel, throughout his 35 year long career, he has demonstrated his talents in the exclusive world of luxury hotels, as well as his desire to make every hotel in which he has worked a "one-of-a-kind" place. Didier Le Calvez will keep his responsibility at Le Bristol Paris and in his new role supervise Hotel Saint-Barth Isle de France as well as sales & marketing activities for the Oetker Collection.

Frank Marrenbach, CEO of the Oetker Collection, commented: "These appointments express our trust and gratitude towards a team of outstanding and award-winning hoteliers. With this great team, I am confident that our vision to create a Collection of 15 masterpiece hotels in the coming years will be achieved".

## ABOUT THE OETKER COLLECTION

In 1891 Dr. August Oetker, a pharmacist from Bielefeld in Germany, invented baking powder in a room at the back of his shop, an invention that led to the creation of the 'Dr. Oetker' brand. It was the beginning of this empire that led to the 'Oetker signature', a mark of guaranteed success and quality. During the course of the company's successes and financial opportunities, the ever-expanding Oetker Group diversified into food products, beverages, sea transport and grand hotels.

The Oetker Collection is one of the most inspiring selection of hotels in the world. The name "Masterpiece Hotels" includes a pledge; a commitment to provide service of the highest quality, every hour of every day. The pearl as a symbol combines singularity, beauty and quality. The individual pearls bind together to form a unique pearl necklace, consolidate the establishments by making a statement in harmony with nature.

Each property is one-of-a-kind, reflecting the unique European heritage, sharing the highest level of service, exceptional and historic architecture and interiors as well as a great attention to details.

## THE COLLECTION EMBRACES:

**Brenners Park-Hotel & Spa** – in Baden-Baden, a unique

urban oasis, set in a sprawling park

**Le Bristol Paris** – 1st hotel in France to be distinguished with the ‘Palace’ accreditation in 2011. Ideally located on the prestigious Rue du Faubourg Saint-Honoré, at the heart of the city’s arts and fashion district, close to the Champs-Élysées and Place de la Concorde

**Hotel du Cap Eden-Roc** – located on the Mediterranean at the tip of the Cap d’Antibes

**Château Saint-Martin & Spa** – located in Vence, the romantic part of the French Riviera

**Palais Namaskar** – an iconic, modern-day Palace in Marrakech, Morocco

**Hotel Saint-Barth Isle de France** – ideally located in Flamands Bay, combines the charm of the French West Indies with a sophisticated European touch

**L’Apogée** – located in exclusive Jardin Alpin in Courchevel, the newest masterpiece in the French Alps

FOR MORE INFORMATION VISIT:

More information on The Oetker Collection

[www.oetkercollection.com](http://www.oetkercollection.com)