

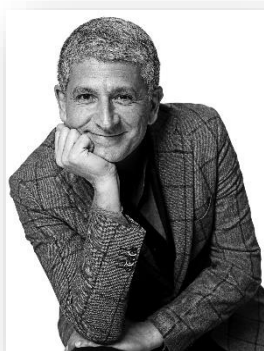
### **Press Release: Pierre Hermé at La Mamounia**

La Mamounia is proud to announce that, starting from November 1<sup>st</sup>, 2017, Pierre Hermé will take the reins of La Mamounia's patisserie.

First one in Morocco and Africa, a brand new boutique Pierre Hermé will open its doors at the hotel, offering pastries exclusively created for La Mamounia as well as some classic Moroccan pastries revisited by Pierre Hermé, named world best pastry Chef in 2016 by the World's 50 Best Restaurants Academy. A carefully thought-out boutique combining La Mamounia's decoration codes and the famous refinement of Pierre Hermé boutiques.

Pierre Hermé will also be handing the patisserie of La Mamounia. All the new creations and new desserts will be served in the restaurants of the palace.

Born out of the encounter between three men, Pierre Jochem – General Manager- of La Mamounia, Pierre Hermé and Charles Znaty, C.E.O of Pierre Hermé Paris, this collaboration will certainly be one of the most expected co-branding of this Fall.



**Charles Znaty**



**Pierre Hermé**



**Pierre Jochem**