



L'APPARTEMENT

TOUR D'ARGENT

WELCOME HOME



"A" IS FOR AUGUSTA.

Perched on the 5th floor of the Tour d'Argent, this exceptional new setting embodies the perfect blend of timeless Haussmannian elegance and the daring touch of refined modernity. Designed in collaboration with the most prestigious French artisan houses, the Augusta Apartment transports you into the intimate world of the Terrail family, where excellence meets the art of distinguished hospitality.

Inspired by Augusta Burdel, grandmother of André Terrail, this space tells the story of a visionary woman whose passion for travel, artists, and innate taste for beauty still resonates in every detail. Flamboyant and sophisticated, Augusta infused this floor, where she once lived, with a unique spirit, an inheritance that continues in every corner of the Apartment, a true ode to refinement and the French art of living.

Let yourself be enchanted by this rare experience, where each moment becomes a celebration of excellence and craftsmanship, in a setting imbued with history and modernity.





APARTMENT WITH A VIEW.

Notre-Dame, the Seine, Île Saint-Louis, Montmartre, and the iconic Parisian rooftops ... from the first light of dawn to the evening glow, a living tableau unfolds before your eyes.

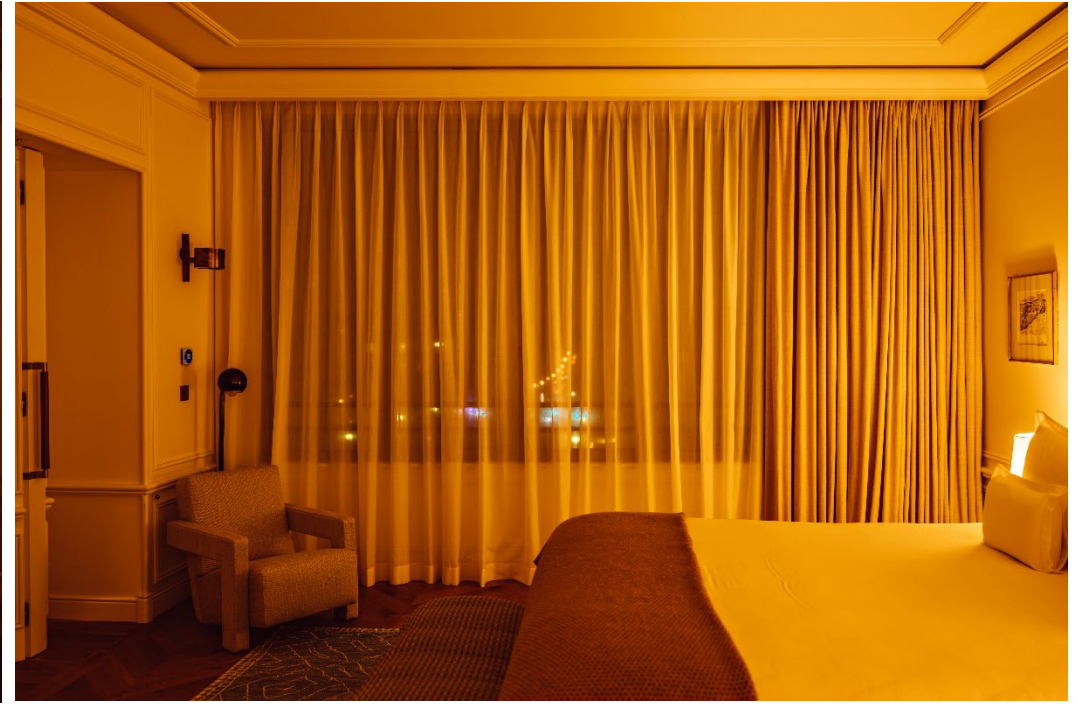
Wherever you look, Paris reveals itself in all its splendor, offering a breathtaking scene, as if inviting you to contemplate the timeless beauty of the City of Light. This exceptional view turns each moment into a work of art, where the enchantment of the Capital becomes a truly unforgettable daily experience.







ENCHANTED ESCAPE.



Treat yourself to a fully immersive experience in our Apartment, take time for yourself, and savor this enchanting escape in the heart of Paris.

Our bed, crafted by the artisans at Maison Treca, will elevate your nights, and, as the ultimate surprise, a hidden sauna awaits in our bedroom... a promise of a timeless moment and the art of French sleep at its finest.



QUINTESSENCE OF PLEASURE.



Give into your every desire without limits...

From breakfast served in the refined setting of the Bar des Maillets d'Argent, to lunch or dinner in our gourmet restaurant, and finally, to a captivating cocktail on our rooftop with breathtaking views that will amaze you, each moment is carefully orchestrated just for you.

The ultimate expression of Parisian Art de vivre, reimagined to offer you a unique experience in a setting as intimate as it is exceptional.



INVITATION TO TRAVEL.

From the moment you arrive in Paris, settle into our elegant DS 7 sedan, which will transport you in complete serenity to your Parisian heaven. A French travel experience where every journey becomes a sublime expression of comfort and well-being.

The beginning of a beautiful escape where excellence accompanies you at every moment.





L'APPARTEMENT

FROM DREAM TO REALITY.

Let yourself be guided by the excellence of a service that meets your every expectation, where every detail is designed to transform these moments into exceptional memories.

The Augusta Apartment is, without a doubt, the address for an unforgettable stay, a private tête-à-tête with Notre-Dame de Paris!



OUR OFFERS



UNE NUIT FACE A NOTRE-DAME

{1800 euros per night - all taxes included}



Book the Augusta Apartment for the opportunity to spend a night in the heart of the Tour d'Argent and wake up to a breathtaking panorama with Notre-Dame Cathedral as neighbour. Just a few floors below, enjoy your breakfast in the cozy ambiance of the Bar des Maillets d'Argent.

An unforgettable Parisian stay awaits !

This rate includes :

- * *Access to the Augusta Apartment*
- * *Breakfast served at the Bar des Maillets d'Argent*
(Fresh pastries from our bakery, organic fruit juice, organic butter, organic bread, hot beverages prepared by our barista, eggs cooked to your preference upon advance request)

LE GRAND FRÉDÉRIC

{2800 euros per night - all taxes included}



Indulge in an exceptional night and immerse yourself in the intimate ambiance of the Augusta Apartment, while being charmed by the magic of Paris. This stay allows you to savor the refined cuisine of our Chef Yannick Franques with an exceptional lunch in our gourmet restaurant. After a night under the Parisian sky, enjoy your breakfast in the warm atmosphere of the Bar des Maillets d'Argent.

Let the magic unfold...

This rate includes :

- * Access to the Augusta Apartment
- * Breakfast served at the Bar des Maillets d'Argent
(Fresh pastries from our bakery, organic fruit juice, organic butter, organic bread, hot beverages prepared by our barista, eggs cooked to your preference upon advance request)
- * Round-trip transfer in our DS 7 sedan from Paris airports or train stations
- * A bottle of Tour d'Argent Grand Cru Blanc de Blancs Champagne
- * Lunch at our gourmet restaurant (Chef Yannick Franques' four-course lunch menu, excluding beverages)
- * One "Argent" experience of your choice

LA VIE PARISIENNE

{3800 euros per night - all taxes included}



Indulge in an unforgettable experience and soak in the intimate atmosphere of the Augusta Apartment, while being captivated by the magic of Paris, with the majestic Notre-Dame Cathedral just steps away. Discover Parisian life through its historic landmarks, cobblestone streets inviting leisurely strolls, and countless hidden treasures.

Enjoy an exceptional stay, including a five-course dinner crafted by our *Chef Yannick Franques* and served at our gourmet restaurant, with the enchanting rhythm of service from our Maîtres d'hôtel. You will also have the pleasure of choosing one of our “*Gold experiences*.” After a night under the Parisian sky, savor breakfast in the warm ambiance of the Bar des Maillets d'Argent.

Parisian life as you've never imagined...

This rate includes :

- * *Round-trip transfer in our DS 7 sedan from Paris airports or train stations*
- * *Access to the Augusta Apartment*
- * *A bottle of Tour d'Argent Grand Cru Blanc de Blancs Champagne*
- * *Dinner at our gourmet restaurant (Chef Yannick Franques' Temps & Saisons five-course menu, excluding beverages)*
- * *One “Gold” experience of your choice*
- * *Breakfast served at the Bar des Maillets d'Argent*
{Fresh pastries from our bakery, organic fruit juice, organic butter, organic bread, hot beverages prepared by our barista, eggs cooked to your preference upon advance request}

LE GRAND SEIZE

{4900 euros per night - all taxes included}



Inspired by *the prestigious Café Anglais salon*, where countless exceptional dinners took place, this experience offers you far more than just a stay. *It's an immersive* journey that draws you into the history and culture of this iconic city. From the moment you arrive in Paris, settle into our DS 9 sedan, and be guided through the city streets. Upon arrival, the apartment welcomes you with open doors, revealing a refined and inviting ambiance. To celebrate the occasion, a bottle of Tour d'Argent Grand Cru Champagne awaits, each sip a promise of memorable moments ahead.

The highlight of your evening : *an extraordinary dinner* served at our gourmet restaurant, featuring the Renommées six-course menu to delight your palate. Each dish takes you on a culinary journey, paying tribute to the culinary heritage of the Tour d'Argent. In the morning, enjoy a cozy breakfast served in the Bar des Maillets d'Argent. To make your stay even more exclusive, choose your Platinum experience - a personalized touch that will make this stay an unforgettable memory.

The ultimate experience at the heart of the Tour d'Argent...

This rate includes :

- * *Access to the Augusta Apartment*
- * *Round-trip transfer in our DS 7 sedan from Paris airports or train stations*
- * *A bottle of Tour d'Argent Grand Cru Blanc de Blancs Champagne*
- * *Dinner at our gourmet restaurant (Renommées five-course menu by Chef Yannick Franques, excluding beverages)*
- * *One "Gold" experience of your choice*
- * *Breakfast served at the Bar des Maillets d'Argent*
{Fresh pastries from our bakery, organic fruit juice, organic butter, organic bread, hot beverages prepared by our barista, eggs cooked to your preference upon advance request}



OUR EXPERIENCES

*Immerse yourself in our exceptional savoir-faire, meet the talents behind
La Tour, and experience unforgettable moments.*

“SILVER” EXPERIENCES

Introductory workshops & discoveries celebrating the crafts that make La Tour’s reputation.

Bespoke mixology

Alongside our Head Bartender, Andy Soto, explore the art of creating your own signature cocktail. Discover the secrets of flavour balance, house infusions, and the gestures and techniques that have made the Bar des Maillets d’Argent renowned. A playful and convivial experience offering you the chance to become a bartender for a moment.

Bakery workshop : the art of the Tour Baguette

Under the expert guidance of our Head Baker, Kévin Derpierre, learn to craft the Tour d’Argent baguette — the star of our bakery and a true symbol of our artisanal expertise. Kneading, shaping, baking: leave with your own creation, born of precision and a shared passion for exceptional bread.

Latte art & afternoon treat

Learn how to turn your coffee into a true work of art with our barista. Discover the mastery of milk foam, followed by a gourmet tasting at the Bar des Maillets d’Argent, where homemade pastries and viennoiseries await.

Discovering our fine grocery

Step into the world of our delicatessen, where sweet and savoury products are carefully selected for their quality and the talent of the artisans who create them. Our grocer will share the stories of the terroirs and craftsmen who, for decades, have worked with our Chef Yannick Franques to provide La Tour d’Argent with its exceptional ingredients.

“GOLD” EXPERIENCES

Exceptional workshops offering an insider’s view of La Tour d’Argent - and unforgettable memories to take home.

In the kitchen with our Chef, Yannick Franques, Meilleur Ouvrier de France

Put on your Tour d’Argent apron and learn to prepare one of our emblematic recipes alongside our Chef. A privileged moment to discover the techniques, tips, and culinary heritage that have made La Tour d’Argent an institution since 1582.

Crêpes Mademoiselle : the art of flambéing

Under the expert eye of our First Maître d’hôtel, Olivier Jacquin, learn the secrets behind our iconic Crêpes Mademoiselle — flambéed to perfection. A unique savoir-faire, emblematic of our French art of hospitality.

Oenology masterclass with our Head Sommelier

Join an exclusive guided tour led by our Head Sommelier, Victor Gonzalez, to discover the history and anecdotes of our legendary wine cellars. Explore their most exceptional bottles and enjoy a tasting of three wines specially selected by Victor, according to your preferences.

Pastry Workshop : the Tour “Diamonds”

Alongside our Pastry Chef, Mourad Timsih, learn to make our famous diamants — those delicate, crisp, and irresistibly moreish biscuits. A creative and delicious experience where you’ll take home your own creations, elevated by the Tour’s pastry expertise.

“PLATINUM” EXPERIENCES

La Tour d’Argent opens the doors to a hidden Paris.

Ultra-exclusive, tailor-made experiences where every detail embodies excellence, emotion & the French art of living.

Private Cruise on the Seine

Step aboard an elegant Riva for a private cruise along the Seine, just the two of you. Paris unfolds before your eyes: Notre-Dame Cathedral, the Louvre Museum, the Pont des Arts, the Eiffel Tower... Every monument, every light reflects on the water, creating a captivating atmosphere. The gentle lapping of the waves, the sparkle of Tour d’Argent champagne, the city coming to life—this is a truly unique experience, filled with emotion at every moment. A rare and intimate escape, just for two.



TOUR D'ARGENT

P A R I S

Contact us



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