

Experience Paris's New Boutique Gem: Hôtel Massé In Pigalle

This cool new 4-star hotel reflects the hip character of the Pigalle neighborhood while offering a refined escape in the heart of Paris

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Hotel Massé
HOTEL MASSÉ

Just moments from the buzz of Rue des Martyrs in Paris's 9th arrondissement, quietly set back on a calm street in South Pigalle, is [Hôtel Massé](#), a cool new 4-star boutique property. Conceived as an elegant city retreat by the Peyron family, it reflects the hip character of the neighborhood while offering a refined escape in the heart of Paris. Pigalle blends classic Parisian buzz with bold nightlife (Moulin Rouge is a short walk) and a wave of creative reinvention, balancing its infamous red-light history with a modern reputation for food, culture and cool.

Hôtel Massé marks siblings Corto and Éole Peyron's first step into hospitality. Together, they set out to create a contemporary urban refuge—one that feels deeply connected to local life while meeting the expectations of today's travellers.



Hotel Massé
HOTEL MASSE

Éole Peyron led the hotel's artistic direction, shaping its design and identity in close collaboration with architects and designers. And the result is pleasing indeed with custom-made furniture, vintage finds, raw wood bathrooms, handwoven fabrics, soft volumes, natural tones and eclectic artwork. She worked with [Gasparetto Parenti](#) a new female architect duo whose Parisian architecture studio was founded in 2023 by Juliette Gasparetto and Julie Parenti, who met in 2018 at Festen Architecture. For Massé, their first hotel, they designed a decor that highlights the essentials.

Corto Peyron has a background in hospitality, having been introduced to the industry through work with Adrien Gloaguen and his [Touriste](#) group of boutique hotels.

The hotel's founders were keen to use local artisans and suppliers including Brussels-based cabinet maker [Alexis Mazin](#) who uses reclaimed and recycled wood, to design unique pieces that combine aesthetics and sustainability. Brazilian-born [Christian Rosa](#), a Paris-based contemporary artist whose abstract works, made of free lines and fragmented forms, exude a unique spontaneity. As the first artist in residence at Massé, he created his works directly on site. Also on show throughout the hotel are abstract paintings by Spanish artist [Eduardo Lalanne](#).

Accommodation



A guestroom at Hotel Massé, Paris
HOTEL MASSE

The 40 rooms at Hôtel Massé have been conceived as spaces to make guests feel they're in an elegant Parisian apartment rather than a traditional hotel. The Haussmann-era former apartment building is typical of the Pigalle neighborhood.

Each room is different with its own layout, yet all share a consistent design language defined by natural light, clean lines and carefully chosen materials. There are four room categories ranging in size from Classic and Superior to Balcony and Deluxe rooms. Many rooms feature sloping ceilings, views across Paris's zinc rooftops, or petite private balconies. Interiors pair warm woods such as okoumé and maritime pine with soft neutral tones, subtle vintage accents, and pared-back furnishings. Bathrooms are contemporary and refined, finished with bespoke tiles designed by artist [Héloïse Rival](#). Toiletries are from [Typology](#), a French brand known for its high-end, organic vegan skincare products.



Hotel Massé guestroom
HOTEL MASSÉ

All rooms are equipped with modern conveniences, including a flat-screen TV with Chromecast, decent Wi-Fi, in-room safe, air conditioning, Nespresso machine, kettle, hairdryer, along with a complimentary bottles of micro-filtered water.

Fitness

If walking the streets of Paris isn't enough there is a small gym in the basement. It is equipped with a rowing machine, a bike, a bench with free weights and yoga mats.

Where to Eat and Drink Nearby

The excellent breakfast in the chic lounge at Hotel Masse includes freshly baked pastries and baguettes from the local bakery Le Pain Retrouvé, served alongside seasonal fruits, organic local produce, and freshly pressed juices.

Opening early in 2026, is Trente, adjacent to the hotel but with a separate entrance, Massé's new bar-restaurant. The lively spot will be open five days a week, from 5 PM to 2 AM serving cocktails and small plates.

[Le Bon Georges](#) (45 Rue Saint-Georges), is a classic Parisian bistro with a menu, written on a chalkboard, changing constantly with the seasons just a short walk from the hotel.

It's hard to miss [The French Bastards](#), an excellent bakery down the road from Hotel Masse (65 rue Jean-Baptiste)

Booking

Hôtel Massé, 32 bis rue Victor Massé, Paris 9th. A double room is from €220.

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Lien : <https://www.forbes.com/sites/joanneshurvell/2025/12/30/experience-pariss-new-boutique-gem-htelmass-in-pigalle/>