

FIRST NAME



Brand press kit

2026

HOTELS WITH A FEEL GOOD SPIRIT

FirstName's philosophy is to create hotels that are FEEL GOOD by nature, for guests, locals and talents. In other words, living spaces that reconnect with the true values of hospitality. Caring addresses where the welcome is warm and friendly, where « joie de vivre », music, experience and overall well-being set the mood.

A CONNECTION TO NEIGHBORHOOD LIFE

FirstName opens living spaces that are connected to the life of their neighbourhood. From the Meriadec district, close to Bordeaux city centre, to the Ramblas in Toulouse, next to Matabiau station, FirstName addresses are part of a city's territory and open up as new meeting places for residents and tourists from all over the world.

PLACES OF EXPERIENCE

FirstName combines restaurants, bars, lounges and speakeasies to bring people together. Design, local culture, art and music add the FEEL GOOD touch to each address.



IMAGINATIVE AND EXPERIENTIAL DESIGN

“ FirstName hotels are not like other hotels ”

says the architectural duo Marc Hertrich and Nicolas Adnet. « They embody places imagined around unique decorative concepts, united in a common vision of impertinence, uninhibited elegance and well-being ».

Each new FirstName address subtly evokes its local culture and colour. In both Bordeaux and Toulouse, the decorative inspirations include nods to symbols, local traditions, well-known figures, heroes and landscape features.

The settings are innovative, offering moments of experience through the integration of creative, functional and inspired design, planting proposals and artistic creations. In Bordeaux, Ingo Maurer’s hanging lamps play with design and technology. In Toulouse, the city plan covers an atrium from which a rain of plant pixels falls. Everywhere, light and neon sculpt and magnify objects and spaces. In Bordeaux as in Toulouse, recycled objects are transformed into works of art, from graffitied concrete cylinders to Toulouse bricks.





BADABOUM, THE MASCOT

Surprising on every floor, the Firstname hotels present their Badaboum mascot. An XXL sculpture, 2.5 metres high, in the form of a dog « dogue de Bordeaux » and a lamb from Toulouse, the star of the city's coat of arms. The mascot is the object of much interaction, bringing together all generations.

BADA RESTAURANT, LOCAL COLOUR

Under the slogan « **Eat, live and love** », Le Bada is an urban canteen open for lunch, dinner and sunday brunch. Inspired by its surroundings, the restaurant celebrates local culture in an eco-responsible way and adapts it to the tastes of our time.

On the menu : dishes made with love, inspired by local and regional recipes and guaranteed zero-industrial, a wine list brimming with the finest French and international vintages. The chefs, barkeepers and pastry chefs are all locally recruited and cultivate a love of their region.

Open to the world, FirstName hotels also like to cross cultures. The finest treasures are born of this mix. In Toulouse, a speakeasy that looks like a modern izakaya invites you to sample Tokyo's culinary specialities.

BAR, WHERE THE VIBES ARE

At Firstname, the bar is a vibrant place to celebrate life and meet new people. The FEEL GOOD destination for listening to the best sounds, watching live DJ sets and enjoying the best coffee or cocktail depending on the time of day.

Mixology workshops are organised in each of the FirstName establishments. These are experiences in sharing and learning, organised around the best bartenders in the region.



SPEAKEASY OR THE ART OF THE OFFBEAT

FirstName loves unique experiences. The kind that bring good spirits together and engrave memories for a lifetime. Through its speakeasy spaces, new places of immersion are opening up, which can be privatised for groups, companies and friends.



In Bordeaux, a family cupboard opens onto a friends' hideaway with sofas and a free-standing bathtub, where parties and birthdays are organised. In Toulouse, the back door of a library reveals a Japanese-style izakaya bistro, where karaoke evenings are organised on selected evenings.



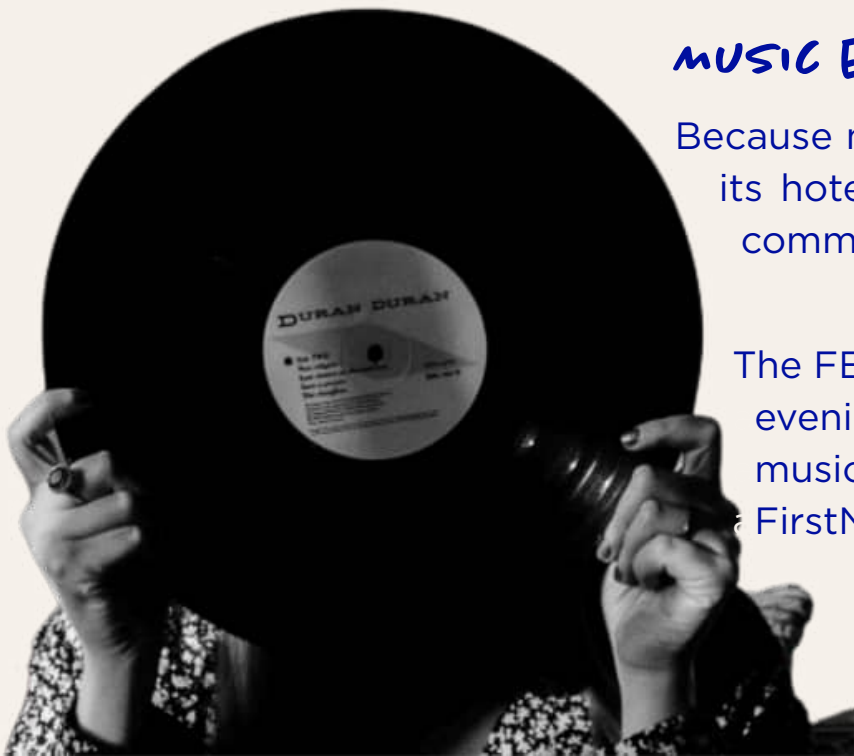
BONUS : ROOFTOP

A place of connections, the rooftop of the FirstName Bordeaux opens in fine weather to travellers and hotel guests as well. A confidential terrace, reserved for 45 people, designed to enjoy the best cocktails and celebrate life's big and small moments.

MUSIC ET HAPPENINGS

Because music is life, FirstName chooses a musical line-up in each of its hotels to help visitors let go, relax, dream and dance... with a common thread : an exclusively HAPPY playlist.

The FEEL GOOD spirit is reflected in live concerts and DJ sets on certain evenings. Local, signature and emerging artists are also welcome. The music calendar can be followed on the FirstName Bordeaux and FirstName Toulouse websites, in the 'Happening' section.



BEDROOMS ZONES OF DISCONNECTION

Conceived as holistic spaces of tranquillity and relaxation, the FirstName rooms all have names that travel - Cocoon, Cockpit, Canopy... Interiors designed for absolute well-being.

Cocooning atmosphere

Inspired by comfort and calm, the decor of FirstName rooms is designed using natural materials (cane, oak, etc.) and, wherever possible, recycled materials from the previous use of the space. The bedding is 100% french. To help breathe easy, an air-purifying charcoal bag is placed on every table.

Simplier life

FirstName imagines modern rooms, designed to simplify hotel life. Easy-to-use connectors everywhere. A 'master switch' controls television and lighting. The right international adapter. The steamer that saves a crease on a shirt or evening dress. As an added FEEL GOOD touch, the french Press is present in every room.

Family friendly

In both Bordeaux and Toulouse, the Tribe categories open their connecting rooms to families. Family suites can also accommodate up to 4 people.



Bathrooms

The FEEL GOOD spirit also extends to the bathrooms, with rooms on certain floors featuring private baths. The “crème de la crème” is the saunas in the Collector rooms in Bordeaux, perfect for unwinding and recharging your batteries. In Bordeaux, the traditional washbasin is transformed into a functional and elegant writing table.



Residential flats

In 2025, FirstName inaugurated its flat residences in Toulouse, thought up for families, friends and business travellers. There's a choice of « Cosy nests » studios or « upper nests » flats with fitted kitchens, functional changing rooms and hotel services to make life easier : baby-sitter on request, access to the pop laundry, Le Bada bar and restaurant, etc.



V E Z N A M E W A N
M Z D M N Z A S N M

THE WELL-BEING THEME



Anti-stress gyms

As part of FEEL GOOD, the wellness area at FirstName is a gym equipped with cardio machines, water rowing machines and dumbbells to help look and feel your best.

Pop's laundry

FirstName Toulouse is inaugurating its first Laverie Pop. A concept that revisits the traditional launderette as a convivial space, with a focus on local culture.

The community shop area

FirstName offers its community of travellers the chance to take home a souvenir of their experience here. In the boutique, customers can buy the star Badaboum cuddly toy, a T-shirt bearing its image, a selection of vinyl records and mugs bearing the FirstName logo. The Oceopin bathroom care range is also available to take home.



COLLABORATIVE HOTELS

Co-working, meetings, afterworks

FirstName is revisiting the concept of meeting rooms, bringing together all enlightened minds in spaces designed to connect and unleash their creativity. By day : meeting places tailored for conferences, seminars, debriefings, launches or co-working. In the evening : relaxation areas, afterworks, cocktails, happenings and birthday celebrations.

Designed for pure creativity, the White Room, Mind Room and Cortex Room are ideal for hosting groups and small groups. Some rooms have terraces and can be used for private functions. Others have writing walls. All are equipped with the best high-tech facilities for face-to-face or remote working. Coffee, tea, sweet breaks, a selection of sweets and cold drinks are available.





Collaborations with artists and craftspeople

FirstName joins forces with local and regional talent and chooses partners who sublimate the products and ingredients of their region. The hotels in Bordeaux and Toulouse, for example, have teamed up with the Océopin brand, and its line of organic and vegan products made from maritime pine seed oils. In Toulouse, artisan roaster Hugo Mateu, the founder of Minifundi, sources his coffees with a focus on quality, ethics and seasonality. The same vision applies in Bordeaux to roaster Arthur Audibert and his L'Alchimiste company.

FirstName supports local artists and designers such as Maïa Flore, a photographer from Toulouse, and Delphine Delas, who created the Bordeaux mural tattoos.

Travellers' opinions

Guests and talents alike can play an active role in hotel life. At each address, they are invited to give their opinion on their experience, taking an interest in new services and the evolution of the hotel brand.

ACTING FOR THE PLANET

Committed to reducing its energy impact, from the choice of manufacturing or recycling furniture to the choice of local suppliers and the practice of good consumer habits.

Eco-gestures

FirstName limits over-consumption by adjusting the room temperature by 1 degree less. Another positive gesture is the provision of an hourglass in the bathrooms to help reduce consumption and minimise showering time.

Kitchenettes instead of mini bars

In all its hotels, FirstName is committed to doing away with mini-bars. Instead, 'communal' kitchenettes are opening up on every floor. These areas are open 24 hours a day, offering a selection of thirst-quenching drinks, organic soft drinks and juices from local producers, snacks and sweet treats made in France to enjoy day and night...



Zero plastic et waste management

In response to climate issues, FirstName is committed to using no plastic materials in the hotel. In the bathrooms, guests are offered biodegradable packaging. In the kitchen, a recycling and waste reduction policy is organised in collaboration with local associations.

Cleaning products

To preserve the health of its staff, FirstName favours the use of natural cleaning products.

AN INCLUSIVE VISION



Together

With the spirit of solidarity and mutual aid at its heart, the brand fights for respect for the diversity, identities, characters and particularities of its talents. From service teams and housekeepers to bar staff and managers, all FirstName talents display their first name on their badge and can add a patch to express their style and mood of the day.

Well-being at work

Because the hotel industry is a dream world, FirstName offers all its talents the same facilities as customers. On site, the changing rooms and showers for the talents have the same design and the same comfort as in the rooms reserved for customers. The care products used are those found in the rooms and suites.

At FirstName, all talents benefit from clothing designed by a stylist and conceived for well-being and comfort at work. Training programmes dedicated to the integration of young professionals, personal development, team spirit and assertiveness are also offered. The stated aim is to make every talented employee proud to associate his or her first name with FirstName.

OUR PLACES

FirstName Bordeaux, 14, rue Claude Bonnier 33000 Bordeaux.

Tél. : (+33) 5 40 13 12 34

137 rooms and suites

FirstName Toulouse, 8, allée Jean Jaurès 31000 Toulouse. Tél. (+33) 5 61 10 23 10

126 rooms and suites – 102 residential apartments

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