

HISTORY

LEGENDS & LUXURY – HISTORY OF MARRAKESH

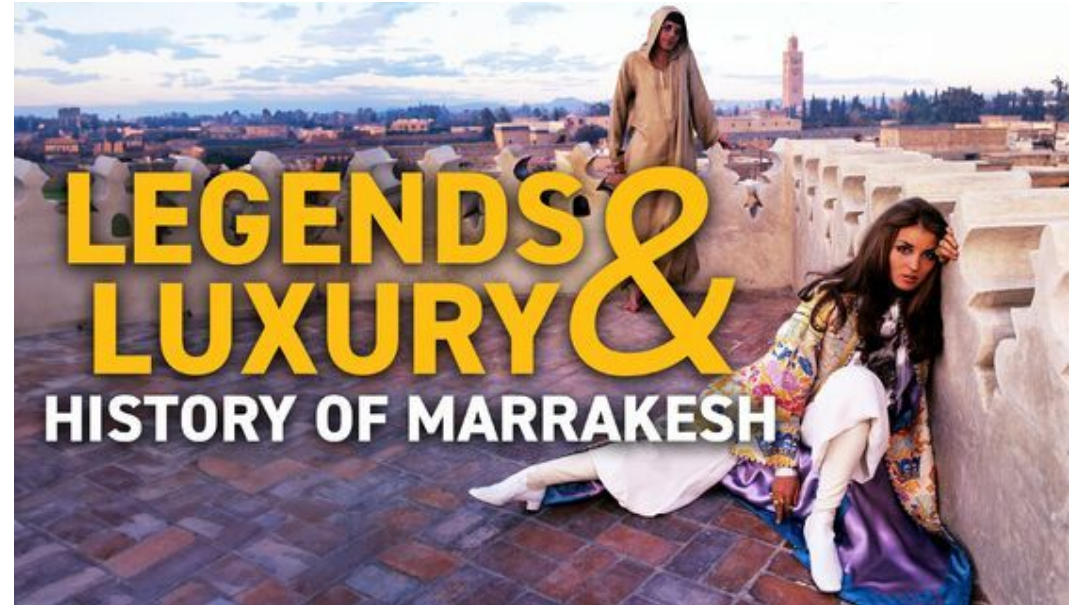
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Marrakesh, hailed as the most enchanting city in the Maghreb, captivated Western elites with its almost mystical allure.

In the last century, The Hotel La Mamounia became a meeting place for famous personalities. For Winston Churchill, the politician of the century and a talented painter, it was the most beautiful place in the world, inspiring some of his most famous works. Alfred Hitchcock shoots a classic film in the streets of the Medina, which triggers a tourist boom. Yves Saint Laurent found groundbreaking inspiration for his fashion in Marrakech. The Rolling Stones escaped the British police there, and after their return, the band was forever changed. Paul Getty Junior and his wife Talitha hosted lavish parties in their riad that are still legendary. These figures all contribute to Marrakech's enduring spirit and mythos.

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