

HOTEL LOU PINET

70 chemin du Pinet
83990 Saint-Tropez

ST. TROPEZ

+33 (0)4 94 97 04 37
www.loupinet.com

BACK TO THE ROOTS

LOU PINET

SAINT-TROPEZ

A LUXURY HIDEAWAY

IN THE FRENCH RIVIERA'S MOST LEGENDARY VILLAGE

THE SOUL



Many come to Saint-Tropez for its party spirit. Others prefer the secret refuges hidden from view to experience the authentic Saint-Tropez of yesteryear; not the favourite celebrity summer hotspot but the fishing village from the 60s and 70s. Lou Pinet is dedicated to connoisseurs of discretion, to those in love with the original Saint-Tropez spirit, to those who refuse to choose between dizzying thrills and absolute peace and to all those who want both – when and only when they desire.

Five minutes from the Place de Lices, towards the Salins headland, the Hotel Lou Pinet has the bohemian Saint-Tropez charm that captivated Françoise Sagan, Boris Vian, Picasso and Juliette Gréco. Like a slice of Saint-Germain-des-Prés in the Provençal sunshine! In 1955, Roger Vadim arrived, “And God created woman”. And Brigitte Bardot invented Saint-Tropez. Time seemed to stand still at this particular moment at the Hotel Lou Pinet, the boho-chic refuge miraculously sheltered from the lively surroundings. The type of place you share only with your best friends.



LOU PINET

THE DREAM SAINT-TROPEZ HOTEL...

BY THOSE WHO LOVE THE SOUTH

THE RENAISSANCE



“Sous le soleil exactement, pas à côté, pas n’importe où...” As in Gainsbourg’s song, the Hotel Lou Pinet is the place to be in Saint-Tropez. Ideally located between boules games played in the Place des Lices and the peninsula’s most sought-after beaches – the privilege of an address that dates back to the 60s before the soul of this little village was transformed.

At this time, the Pariente family visited this idyllic peninsula every summer holiday, like many others. And so began a long love affair between the Pariente and the peninsula. Starting with the grandparents and then passed down through the generations, this family tradition has faithfully continued.

Bewitched by Saint-Tropez to this day, the Pariente family proudly took over Hotel Lou Pinet in 2017, completely transforming it for the 2019 season with the ultimate dream team. In love with the south in general and the French Riviera in particular, the family have joined forces to reinvent Hotel Lou Pinet as they would a private home, where friends gather for a different take on Saint-Tropez. The real one.

“LOU PINET IS A STATE OF MIND — THE NONCHALANT SOPHISTICATION OF PROVENCE, THE WARMTH AND CHARM OF SAINT TROPEZ,

THE MEDITERRANEAN GENEROSITY AND SAVOIR-VIVRE ARE ALL VALUES WHICH ARE DEAR TO ME AND WHICH I WANTED TO INCLUDE IN THE DÉCOR OF THIS HOTEL IN ORDER TO GIVE IT SOUL.”

Charles Zana

LA RENAISSANCE



CHARLES ZANA,
ARCHITECT

Architect, interior decorator and designer, Charles Zana inherited his acute artistic sensibility from his art collector father. He has gone on to create numerous private homes worldwide, often for collectors. Steeped in Mediterranean culture, the southern native has a particular fondness for Saint-Tropez where he often spends his holidays. At the Hotel Lou Pinet, Charles designed the spaces and passages around light to bring sophistication and intimacy to the hideaway. He also drew on Provence’s tremendous decorative arts heritage, from glass to ceramic, inspired by artists such as Matisse, Calder and Picasso—they too captivated by the beauty of the South of France. With Charles’ culture and taste for elegance, Hotel Lou Pinet’s decor features numerous period pieces from this era.

FRANÇOIS VIEILLECROZE,
L'ARCHITECTE TROPEZIEN

Avec sa fille et son fils, il travaille lui aussi en famille, même si son cabinet compte une vingtaine de collaborateurs. Le profil idéal pour la famille Pariente qui a fait appel à François Vieillecroze pour superviser la transformation architecturale du bâtiment.

Figure locale depuis des décennies, l'architecte François Vieillecroze est réputé pour ses nombreuses réalisations sur la Côte d'Azur, mais aussi pour son amour de Saint-Tropez dont il défend avec passion la beauté et la cohérence architecturale. Rompu aux contraintes d'urbanisme et engagé dans la préservation du patrimoine exceptionnel de la presqu'île, il a piloté le dossier de rénovation du Lou Pinet sur le plan administratif et créatif. Sa connaissance de Saint-Tropez a permis que le projet réponde parfaitement aux exigences particulières d'un site historique largement protégé. François Vieillecroze a su optimiser l'existant et moderniser l'architecture dans le respect de l'esprit du lieu. Grâce à lui, la transformation des façades et des volumes de l'hôtel s'intègre en totale harmonie avec l'esprit tropézien d'origine.

JEAN MUS,
LANDSCAPER

One of the biggest names in landscaping worldwide, Mediterranean garden architect Jean Mus is a native of Grasse, the perfume town nestled in the hills that fill the air with southern aromas. With emotion a key element of his work, Jean was the perfect choice for the Pariente family to capture the spirit and memory of the boho-chic refuge. In his absolute element in Saint-Tropez, Jean has carefully curated the Hotel Lou Pinet's outdoor areas to restore poetic authenticity and sensuality with distinctive species of flora and fauna from Provençal nature. Standout features of the immense lush garden include a miniature lavender field and herb garden as well as the impressive stone pines that stand tall and welcome guests.

A SECRET GARDEN
WITH MEDITERRANEAN
AROMAS

The iconic symbol of the pine (Lou Pinet in Provençal) inspired the hotel's graphic identity in tribute to two venerable stone pines that have stood tall through the generations. Never faltering, the magnificent trees watch over the enchanting garden, through which lovely little winding paths offer a great place to wander. Get lost discovering nooks and crannies along the delicate aroma of pine resin fills in the air as the summer sun hits its peak, while the scents of lavender, orange and lemon trees, cistus and jasmine come and go with the seasons.

BREATHE IN,
BREATHE OUT

You needn't look further than nature for Hotel Lou Pinet's summer soundtrack, as the ever-buzzing cicadas and gentle breeze rustles through the trees. With 360° views of vibrant plant life, you're sure to relax in this heaven of tranquillity protected from the bustling outside world. Light and shade interact in a flickering, hazy choreography as the exquisite Mediterranean nature performs its unending spectacle. All that's left is to delight in the delicious sense of having arrived in a lost paradise, finding a forgotten and longed-for peace and breathing, finally, far from the every day.

HOTEL LOU PINET

THE CHIC VINTAGE SPIRIT

OF
THE 60S

THE CONCEPT



“Ex-fan des sixties, petite baby doll...” While the shadow of Jane Birkin in her white lace mini dress and wicker basket lingers at the harbour, the Hotel Lou Pinet takes guests on a journey through time... to holidays and carefree abandon. Head to the lounge for a warm welcome to this luxury home away from home before following the path to your room over beautifully aged flagstones half-covered with vegetation. Glance at the swimming pool, the largest of any Saint-Tropez hotel, which takes majestic centre stage on a huge terrace, giving structure to the hotel’s three houses.

Golden sunlight streams through in total harmony with the natural decor, featuring the linen, ceramic, rope, terracotta and whitewash that inspired 20th-century artists, from Chagall to Cocteau. In this sophisticated, understated ambiance, the rounded, almost organic shapes pay tribute to 60–70s style, from the layout of the rooms to the large banquettes and lamps designed by Charles Zana in the dining room. Expect period knick-knacks, old plates on walls and sculptures. Each object carefully handpicked to showcase the region’s arts and crafts heritage, from Vallauris pottery to Biot glassware. Here, hand-made with love has found its ultimate canvas.



ROOMS & SUITES

ABSOLUTE PEACE GARDEN

WITH A PRIVATE GARDEN

THE ROOMS & SUITES



There's not a soulless magnetic card to be found among Hotel Lou Pinet's 34 keys—you'll be given a real one like the good old times. Guarding them is the Concierge, i.e. "master of golden keys". A partner in crime, he or she knows all the peninsula's secrets and shares the best spots and greatest discoveries with his or her guests. The 34 spacious rooms and suites are bathed in light with dual-aspect windows in many of the rooms and bathrooms. Each comes with a private garden with an outdoor lounge for that at-home or at-a-friend's feeling. Some have a unique décor: here, an elegant hand-made tapestry headboard with colourful abstract motifs, there a bespoke ceramic enamelled Charles Zana lamp that blends in magically. Throughout, you'll find light hues with the occasional black highlighting, rooms with slightly rounded shapes, natural stone, wrought iron, sophisticated cane effects, linen, wood and a joyful blend of textures and materials for a gentle sunshine ambiance.





THE ROOMS & SUITES

FIVE-STAR RELAXATION AND DISCRETION



All the services you'd expect of a five-star hotel with a sixth sense unique to prestigious houses – the art of anticipating without ever imposing and guessing desires before they are even expressed. A sense of premium yet very simple service and incredibly warm hospitality, which all helps guests to truly unwind. The freedom to forget everything and let someone else do the thinking – this could be the perfect holiday.



SPA & FITNESS

WHERE (BLUE)
SKY

MEETS
(MEDITERRANEAN)
LAND

THE SPA



A short walk down to the bottom of the garden takes you to the spa, an intimate, protective haven, designed to resemble a secret cave. This remote spot is perfect for enjoying sensations to the full during a massage or fitness session.

When it comes to treatments, the American brand Tata Harper Skincare was an obvious choice. Founded in 2010 by Tata Harper at her farm in Vermont, Tata Harper Skincare was a forerunner in the universe of cosmetics, combining a flawless natural formulation and remarkable efficacy. Refusing any outsourcing, the slightest compromise and any synthetic ingredients, the treatments developed by Tata Harper are certified organic and are highly concentrated in active ingredients. Transparency, authenticity and the purity of the raw materials are some of her key values, along with protocols and routines, designed especially for salon treatments.

With two treatment rooms (one twin), a steam room and a gym with panoramic skylights, you have everything you need to let go and find the balance lost in the frantic pace of everyday life. A coach is available upon request to create a personalised programme and there's a yoga class in the garden every morning to the sound of cicadas.

BAR-RESTAURANT

HOTEL
LOU PINET

THE RESTAURANT



Elegant and relaxed, the restaurant decor mimics the hotel's style. With large terraces, it naturally extends outdoors and blends in with the garden, overhanging the pool. Tucked into the greenery, the various tables are scattered here and there for a natural sense of privacy. There too, guests bask in the fragrant Mediterranean nature at lunch and dinner – special moments at their own pace in a private refuge where time seems to stand still. Sheltered by a wooden pergola, the outdoor bar faces a stone pine that protects the neighbouring tables from the sun with its gentle shade. After nightfall, the garden is lit with fairy lights and lanterns for magical evenings under the stars.

BEEFBAR AT THE HOTEL LOU PINET

Beefbar has arrived at the Hotel Lou Pinet in Saint-Tropez. A sophisticated concept based on premium cuts of meat, it was created by Riccardo Giraudi in 2005. A successful mix of quality produce and chic, uber-modern simplicity, Beefbar brings a touch of excellence to one of the most beautiful places on the planet. While the Black Angus Prime, Wagyu WX and Kobe beef remain the menu's guest stars, other less carnivorous and more Mediterranean influences bring some added flavour. Think grilled fish, ceviche, carpaccio, risottos, salads and pasta. Beefbar at the Hotel Lou Pinet also serves up a number of sharing plates, Beefbar's global signature. Options range from premium meat to revived street food specialities.





A NEW TAKE

EXPERIENCES

ON SAINT-TROPEZ

For many, Saint-Tropez means beaches, yachts, luxury boutiques and spectacular parties. However, an exclusive, secret Saint-Tropez remains. Here, we walk barefoot from morning to evening and chic simplicity wins out over noisy ostentatiousness. Hotel Lou Pinet's Saint-Tropez is a collection of precious moments typical of the Mediterranean lifestyle: a slow-living paradise.

Breakfast in the shade under the stone pines in the beaming morning light before a trip to the beach and the feeling of salt on skin that's already tanned by your return.

A late lunch that lingers lazily. There's nothing to hurry for. Why not enjoy a slice of tarte tropézienne? Eventually...

A siesta in the cool and peaceful twilight before a boat ride.

A ritual game of pétanque at the bottom of the hotel garden before the sacred aperitif hour when guests can sample the regional pastis flavour.

INDULGENCE

OVER
SCHEDULES

Tomorrow, we'll explore the deserted cove recommended by the Concierge who has already booked the boat and ordered a gourmet picnic basket.

Tomorrow, we'll take a dawn walk down the wild coastline paths that are surprisingly peaceful even in high season.

Tomorrow, we'll learn more about rosé during a tour of the gulf's renowned vineyards and sample a few varieties of Provence rosé at the property.

Tomorrow, after a walk through the Saint-Tropez or Ramatuelle markets, we'll give in to the allure of the luxurious window displays in the little village which boasts all the top brands. Don't forget to visit the peninsula's artisans to pick up some lovely souvenirs for your friends. Choose from the Cogolin rug factory and ironwork, ceramic, glassware and basket workers. Who knows? We may even settle the age-old debate between K-Jacques and Rondini sandals.

Tomorrow, we'll climb aboard a Saint-Tropez pointu boat to fish for John Dory or red mullet. It's all already organised.

OR

WE'LL
DO
NOTHING

BUT REST

Tomorrow we'll remain in the Lou Pinet garden and laze around in the sun, book in hand, eyes to the sky, sipping an iced tea to the sound of cicadas and nothing else, before a sunset dip in the sea.

HOTEL LOU PINET

A NEW ADDITION TO THE

MAISONS PARIENTE PORTFOLIO

CORPORATE



With its spring 2019 opening, the Hotel Lou Pinet adds to Maisons Pariente's exceptional hotel collection. With a low profile in the luxury hotel market, the Pariente family first became known in 2013 with L'Apogée in Courchevel, a project led in partnership with Xavier Niel and Oetker Collection. This first-time experience was a revelation but Maisons Pariente came into its own with the 2018 takeover of the Hotel Crillon Le Brave, a five-star Relais & Châteaux hotel at the foot of Mont-Ventoux. The Hotel Lou Pinet will welcome guests to Saint-Tropez from spring 2019, while other projects are underway in Méribel and Paris. Little by little, Maisons Pariente has carved out a niche in the sector with a clear positioning: exclusively five-star hotels designed to resemble private houses with a unique identity at each location. A successful concept is not copied and pasted onto each hotel. Instead, the approach is fully personalised and expressed in a bespoke visual and sensory identity.

MAISONS PARIENTE



BEAUTIFUL, SECRET ESCAPES

In a high-speed world, the need to take our time is more urgent than ever. Completely in tune with modern-day aspirations, Maisons Pariente dreams up beautiful, secret escapes, allowing hyperactive, hyper-connected city dwellers who never stop to rest and reconnect with themselves. Hotels like private houses combine generous spaces, a chic design, complete privacy and attentive but discreet service, allowing guests to recharge as they would at home in exceptional settings. These special timeless refuges offer a complete timeout, as though suspended in the daily whirlwind.

HOTEL CRILLON LE BRAVE

PROVENCE

A Provencal hideaway at the foot
of Mont Ventoux
33 Room & Suites

HOTEL LOU PINET

SAINT-TROPEZ

The chic bohemian spirit of Saint-Tropez
34 Room & Suites
Ouverture May 2019

HÔTEL LE COUCOU

MÉRIBEL

On the slopes of the spectacular boundless mountain
55 Room & Suites et 2 chalets
Ouverture December 2019

A HOTEL WITH 64 ROOMS AND SUITES

PARIS LE MARAIS

Opening in the spring of 2021

MAISONS PARIENTE A WONDERFUL FAMILY HISTORY

In the 70s, a new brand shook up the fashion world. Patrick Pariente, who now heads a property group, first co-founded Naf-Naf with his brother in 1973. Twenty years later, the company was introduced to the unlisted securities market of the Paris Stock Exchange before the 1994 takeover of Chevignon. The great fashion adventure ended in 2007 when the Naf-Naf group was sold to the Vivarte group.

Patrick Pariente then shifted his focus to property before creating luxury hotel brand Maisons Pariente with his two daughters, Leslie and Kimberley. This new entity continues the family's entrepreneurial tradition: direct working methods where all ideas are warmly welcomed with an open approach to the world and others. Indeed, since 2012, Maisons Pariente has fostered a community that shares the same values and includes the family, teams, architect decorators and, of course, the guests. All share a taste for unusual places, bespoke service quality and a friendly ambiance, and the desire to explore a new approach to the hotel industry, host differently, as though at home, and tell a new story at each legendary place.

PROVEN KNOW-HOW IN THE ART OF HOSPITALITY

Preparation matters more in the hotel industry than in any other sector. Thus, Maisons Pariente draws on a team of complementary skill sets to devise each hotel's identity and bring it to life every day.



PRESS CONTACT

France
Agence Melchior · + 33 (0)1 45 51 22 40
Léa Paoli: lea@agencemelchior.com

United Kingdom
Agence Grifco: maisonspariente@grifcopr.com

