

PRESS KIT



HÔTEL DE PARIS
• SAINT-TROPEZ •

Hôtel de Paris Saint-Tropez, 1 Traverse de la Gendarmerie 83990 Saint-Tropez - France | tél. +33 (0)4 8309 6000 | contact@hoteldeparis-sainttropez.com
Opening 2021: from April 29th to November 8th



CONTENT

• The Birth of a Legend	5	• Pool	19
• The Phoenix of Saint-Tropez	7	• Spa by Clarins	21
• A Spectacular Design	9	• Sport 24/24	23
• 52 Rooms and 38 Suites Inspired by the Sixties	11	• A Favourite Meeting Place for Artists	25
• Dolce Vita Suite	13	• An Event to Remember	27
• Les Toits, Restaurant et Lounge bar	15	• Key info	29
• Damien Cruchet, Executive Chef	17	• Preferred Hotels & Resorts	31



THE BIRTH OF A LEGEND

Guy de Maupassant fell in love with Saint-Tropez in 1887. Five years later, the painter Paul Signac anchored his sailboat in the little fishing port. «Happiness – that is what I have just discovered», he wrote at the time. Fascinated by Saint-Tropez's beautiful scenery and unique quality of light, the artist invited his friends Matisse and Bonnard to join him, soon to be followed by Colette, Jean Cocteau, Joseph Kessel and Coco Chanel.

Amid this whirlwind of culture and high society, Marcelin and Augustine Aubour decided to erect a hotel on Place de la Croix de Fer, adjacent to the port.

« Inaugurated in 1931, the Hôtel de Paris Saint-Tropez soon became a coveted meeting place for visiting artists seeking inspiration for their work. »

As Augustine Aubour confided in his diary: «The 'little' hotel Marcelin and I had dreamed of for years turned out to be bigger once it was completed - two floors, a large roof terrace and ground floor restaurant. The frontage offers a marvellous sight as you enter Saint-Tropez.» The artist Dunoyer de Segonzac lived at the hotel all year round, and Clark Gable and French singer Mistinguett were regular guests. Chef Louis Lions' Grand Marnier Soufflé, served at the hotel restaurant Leï Mouscardins, had people flocking in from the entire region. The establishment honoured its grand name even further in the Fifties. Crowned with a third floor and fitted with air-conditioning – a first for the era – it lived in pace with the intelligentsia of Saint-Germain-Des-Prés: Juliette Gréco, Boris Vian, Jean-Paul Sartre were all guests at the time.

In Vadim's mythical film «And God Created Woman», Brigitte Bardot forever sealed the renown of the village, now a summer epicentre for the world's jet set.



THE PHOENIX OF SAINT-TROPEZ

Closed in 1992, the hotel was bought up in 2001 by Claude Dray, who entrusted the architect François Vieillecroze with the task of bringing it back to life.

After four and a half years of work, the Hôtel de Paris Saint-Tropez was born again. Blending harmoniously into the architecture of Saint-Tropez, the hotel now sports an ochre frontage and roof built with ancient Roman tiles, mirroring those of the old port.

Adorned with expansive arches and vast bay windows with metal awnings, the Hôtel de Paris Saint-Tropez enchants the eyes and invites the visitor to enter and explore...



A SPECTACULAR DESIGN

The foyer, with its pure, contemporary design and airy volumes, offers unexpected yet magnificent contrasts. The minimalist architecture features vast openings, enhanced by a beautiful decor imagined by interior designer Sybille de Margerie.

White roses grace the walls, rubbing shoulders with 'pebble' chairs signed by Imperfettolab, sofas by Zaha Hadid and tables by India Mahadavi.

A majestic chandelier comprising 3,500 ivory-lacquered aluminium petals blooms overhead, prettily offset by ebony black resin sculptures by Laurence Bonnel, rising up from the grey marble floor.



52 ROOMS AND 38 SUITES INSPIRED BY THE SIXTIES

Inspired by her childhood in Saint-Tropez, Sybille de Margerie imagined the 52 rooms and 38 suites as elegant cocoons, marrying comfort, design and functionality (furniture and decoration signed by Knoll et B&B Italia, Pierre Frey and Sahco Hesslein). Against a backdrop of sandy-grey ceruse wood furniture, splashes of colour pay tribute to the Mediterranean and many artists and painters who have stayed or lived in Saint-Tropez. Wide stripes of orange, purple and yellow streak across the white walls, while the cushions and plaids placed on the king size beds are spiked with candy colours reminiscent of the Sixties and Seventies. The bathrooms, mostly bathed in natural light, feature SICIS glass mosaics in delicate, powdery shades and Italian-style rain showers, promising total relaxation. The new-generation automation system – invisible to the eye - brings added luxury, along with the hotel's simple and attractive high-tech amenities (WiFi, Bluetooth and VOD on 3D LCD screen).

« Set overlooking the stunning landscaped patio, the patio terrace rooms are an ode to charm and serenity. »

Six of them offer a novel round design, from the bed to the shower and circular array of mirrors in the bathroom. The terrace, overflowing with exotic Mediterranean vegetation, invites guests to admire a ballet of silvery green olive leaves and lacy fig leaves, while lemon and kumquat flowers fill the air with their heady scents. Set over the enchanting patio, adjacent village lanes or mythical Gulf, the 38 suites (Junior, Prestige and Terrasse) are an ode to Saint-Tropez and femininity. Wrapped in powdery shades, each unveils delicate curves, pretty bow windows, a rounded sofa, oval bedside tables and lounge table with luscious lines. The woven straw bedheads mirror the wicker flower chairs by Patricia Urquiola, while the white topaz lightshade marries perfectly with the tie & dye linen curtains and black & white photo of a star placed on the wall.



DOLCE VITA SUITE

Set on the top floor of the hotel, the Dolce Vita presidential suite (130 m²) is an ode to Provence's mythical quality of light.

Offering a splendid duplex design, it enjoys exposure on all sides, coupled with a terrace at either end, one overlooking the sea and the other the landscaped patio. Its sweeping views over the Gulf and port, where majestic yachts, mythical Rivas and traditional little pointu fishing boats are berthed, are truly unique.

Comfortably installed in plush sofas, sun loungers and armchairs, the vast, 70 m² terrace promises a divine voyage of the senses at every hour, coupled with the allure of breakfast facing the ancient village rooftops panning out to the Citadel and pine hills. The jacuzzi offers endless views over the Mediterranean coast, all the way to the Estérel Hills and even the Alps...

After sundown, guests revel in the breathtaking sight of Saint-Tropez by night as they savour a candlelit dinner paired with fine, hand-picked wines from the cellar. Adorned with unique, signed photos of Brigitte Bardot, the suite excels in the art of refined detail. The fluidity of the works of François Fries bedecking the walls reflects the airy geometry of the furniture placed in each room, from the lounge to the study, dining room and walk-in closet (Vladimir Kagan and Fendi). Echoing the Suite's harmonious palette of beige, silver and mauve, the bathroom even boasts an exclusive gold and platinum mosaic with built-in TV screen.

A completely unique experience, the Dolce Vita can also be privatized for exceptional functions or memorable professional events.



LES TOITS, RESTAURANT AND LOUNGE BAR

From dawn to dusk, Les Toits rooftop restaurant and lounge bar invites to discover a seasonal and local menu for lunch and dinner.

The tables set around the pool and indoor area with sea views offer sweeping, 180° vistas over the Bay of Saint-Tropez.

All day long, hot beverages, delicious fresh fruit juice or signature cocktail magicked up by the head barman await your discovery.

In the early evening, lounge or live music chase away the drowsiness of a relaxing afternoon in the sun and promise a festive start to the night.

Every day: lunch from 12-3 p.m., dinner from 7-10 p.m. (11 p.m. in summer). Snacks available at all hours.



DAMIEN CRUCHET, EXECUTIVE CHEF

Executive Chef of the Hôtel de Paris Saint-Tropez since 2019, Damien Cruchet truly loves the region and its terroir.

After a CAP Cuisine in Angers, he joined different establishments before taking the position of Chef de Partie at the Hotel Terre Blanche in Tourettes (Var) from 2003 to 2007 (restaurant La Faventia, 2 Michelin stars). In 2008 he joined Le Negresco in Nice as Sous-Chef alongside Denis Rieubland (2 Michelin stars). After a stint at the Maison Lenôtre in Mouans-Sartoux, he became Sous-Chef at the Hotel de Paris Saint-Tropez and was then appointed Executive Chef, in charge of catering and banquets.

At the restaurant Les Toits, Damien Cruchet's local cuisine (fruits and vegetables from the Jardin de la Piboule in Cogolin, fish from the catch of the day, organic beef from Camargue, olive oil from Flayosc...) blends gourmandise, know-how and modernity.

For his second season in Saint-Tropez, Damien Cruchet worked with Dr. Olivier Courtin-Clarins for the launch of Clarins Wellness Menus. At once light in calories and gourmet, the menus evolve with the seasons and are enjoyed at Les Toits restaurant.



POOL

Born out of a daring dream, the Hôtel de Paris Saint-Tropez's pool is a genuine architectural feat and technical prowess.

Bearing 81 tons of water, its shell is suspended 15 metres above the ground, offering a gravity-defying, open-air bathing experience.

Heated to 27°C, it promises a delicious dip with a difference throughout the year.



SPA BY CLARINS

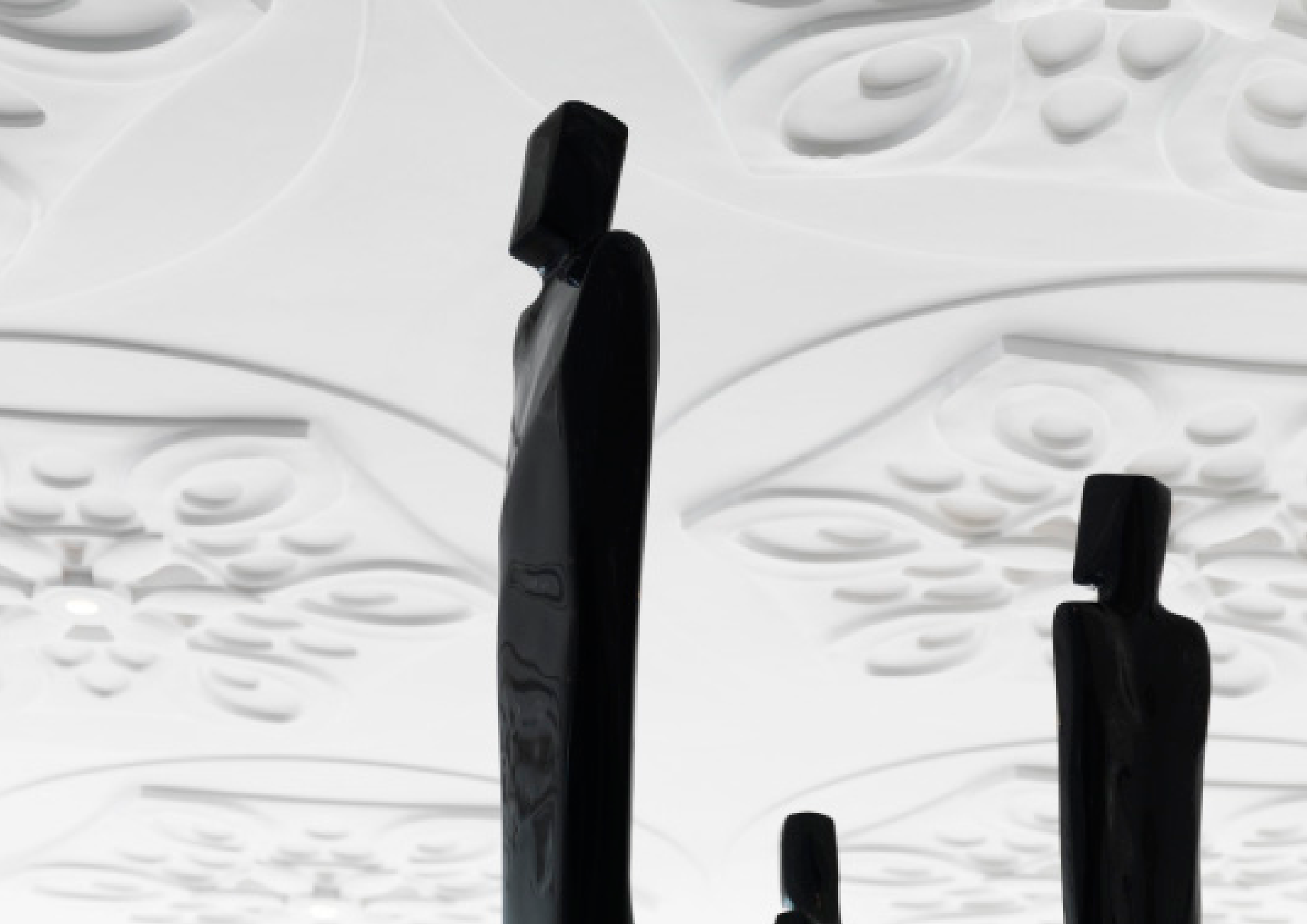
The sublime opalescent staircase sets the mood. Bathed in a refined atmosphere, the Spa is an irresistible invitation to lay back and unwind, featuring four cocoon treatment cabins, a duo cabin, sauna, steam room, ice fountain and nail bar. Clarins beauty rituals including the Tonic Fruit & Salt Scrub and expert face treatments are associated with bespoke massages including a Balinese full-body massage or Shirocampi head massage inspired by Ayurvedic traditions for ultimate relaxation. The hotel also has its own signature treatment, the deeply relaxing New Wave complete face and body ritual, while our gentlemen guests are pampered with the special Clarins/Men treatment range.

Open 24/7 | [Discover the Spa menu](#) | contact@hoteldeparis-sainttropez.com



SPORT 24/24

Set on the 2nd floor, the fitness room features new-generation Technogym equipment including cardio and body-building machines fitted with a Kinesis system, bikes (standard and elliptic), running machines and steppers. You can also opt for a private sports coach on request.



A FAVOURITE MEETING PLACE FOR ARTISTS

Coveted by writers, painters and movie stars since it opened its doors in 1931, the Hôtel de Paris Saint-Tropez prides in its cultural aura. Adorning the lobby, Laurence Bonnel's statuesque, ebony black resin sculptures are a definite conversation starter, while in the Bar, numbered paintings by François Fries rub shoulders with the solarized portraits of Brigitte Bardot. Contemporary artists are invited to the hotel every season to throw bridges between our international guests and local talents.

« A haunt for Paris's intelligentsia, a delicious air of Saint-Germain-des-Prés floats over the Hôtel de Paris Saint-Tropez, with contemporary art exhibitions in summer and secret conversations in winter... ». »

«Secret Conversations», a cultural event instigated by the hotel in 2014, invites figures from the contemporary literature scene to attend an animated debate, led by journalist Agnès Bouquet.



AN EVENT TO REMEMBER

Whether you are planning a private party (reception, wedding, birthday, concert, gala dinner) or professional event (seminar, product launch, talk, incentive event), the Hôtel de Paris Saint-Tropez offers the right function space for every occasion.

Sybille de Margerie's taste for tailoring allows us to divide our 340 m² reception area into three separate spaces able to welcome up to 350 guests. The Patio, Rooftop and Dolce Vita Suite can all be privatized for cocktails, baby showers and other unique celebrations. Leading edge technical amenities (control room, WiFi, sound system, plasma screens, high-speed video conference, video projectors, translation booth on request), coupled with five-star service, guarantee the seamless success of your event.



CONCIERGE



KEY INFO

- 52 rooms and 38 suites
- Rooftop with panoramic view
- Restaurant et lounge bar Les Toits
- Room service 24/24
- Les Clefs d'Or concierge service
- Spa by Clarins
- Private underground car park with 220 spaces

*Preferred*SM
HOTELS & RESORTS



I PREFERSM
HOTEL REWARDS

A MEMBER OF THE L.V.X. PREFERRED HOTELS & RESORTS COLLECTION

The Hôtel de Paris Saint-Tropez is a member of the L.V.X. Preferred Hotels & Resorts collection.

Hotel guests can enrol in the I Prefer hotel rewards program, which allows them to redeem reward points for gift cards valid at over 700 Preferred Hotels & Resorts establishments worldwide.

Read more at www.iprefer.com.



MANAGEMENT

General Manager: Pierre Ferchaud
Executive Chef: Damien Cruchet
Human Ressources Director: Caroline Dumergue

PRESS CONTACT

Marketing & Communication Manager
Sabrina Declercq
s.declercq@hoteldeparis-sainttropez.com
+33 (0)4 83 09 60 18

Follow us  
