



BYBLOS

SAINT-TROPEZ
since 1967

THE LEGENDARY
PALACE OF THE
FRENCH RIVIERA



INTRODUCTION



Steeped in history, the «Palace» hotel of Saint-Tropez and its mythical nightclub have never shone so brightly as today. Bearing testimony to an exceptional way of life that is continuously reassessed and renewed, these two symbolic landmarks of the French Riviera are always one step ahead of their time, creating today the legends of tomorrow. Impossible to replicate or to duplicate, Hotel Byblos welcomes guests to 17,000sqm of luxury living space, resolutely modern with the very latest technologies, but retaining at all times its unique charm and character.

This is the work of a French family, the Chevanne, owners of Byblos which is now part of luxury hotel group «Groupe Floirat». Their passion has been handed down through four generations, with always the same level of sincerity, the same high standards and an incredible sense of loyalty; values shared by the staff, some of whom have been at the hotel for thirty to forty years now.

Far-removed from the flashy, ostentatious luxury of the grand hotels of the Riviera, Hotel Byblos offers each and every guest the feeling of being at home, under the ever watchful eye of its attentive staff, who demonstrate their exceptional professional know-how while creating an atmosphere of pure contentment.

With an unrivalled sense of hospitality and an unequalled attention to detail, Hotel Byblos highlights the very best in terms of French «art de vivre».

HISTORY



On the tree-lined avenue Paul Signac, just a stone's throw away from the Place des Lices and beneath the citadel of Saint-Tropez, the hotel was already the talk of the region as soon as building began in 1966, in this small fisherman's village that had already attracted so many writers, painters, designers and artists. In 1956, Roger Vadim's film «And God created Woman» introduced Brigitte Bardot to the world and made Saint-Tropez the living symbol of libertarianism.

In the middle of the turbulent 1960s, the Lebanese billionaire Jean Prosper Gay-Para decided on a whim to build a luxury hotel, a village within a village, and also a nightclub with an antique-style interior design. An idyllic holiday destination, full of glamour, just like Brigitte Bardot with whom, it was said, he had fallen hopelessly in love...

Inaugurated on 27 May 1967 in a blaze of glorious celebrations, Hotel Byblos and Les Caves du Roy have contributed from their very earliest days to the international renown of Saint-Tropez, without ever losing sight of their primary vocation: to provide comfort and pleasure. An impressive guest list comprising international royalty, movie stars, singers, rock idols, and writers attended the launch.

Since then, whole generations have rubbed shoulders, enjoyed informal get-togethers and even forged lasting friendships.

The owner of two hotels in Beirut, including the Excelsior and its nightclub Les Caves du Roy, Jean Prosper Gay-Para wanted to create «a bridge between the French Riviera and the Middle East». He named his creation «Byblos» after one of the most ancient Lebanese towns, which Greek mythology tells us was where Adonis and Aphrodite became lovers. A palace worthy of the Arabian Nights, with a mosaic at the entrance depicting Zeus, who had been transformed into a bull in order to abduct Europa, a Phoenician princess from Greek mythology. Nothing was considered too beautiful for this newly-built jewel of a hotel, in which all the different styles of the Mediterranean from all different ages are brought together in a timeless harmony.

The architects Christian Auvrignon, Philippe Monnin and Philippe Siccardon envisaged the hotel as a small Provence-style village, with narrow houses of different shapes and sizes and dotted with balconies here and there. Boutiques, a bar, patios, fountains, restful lounges: life revolves around a paved square in the shade of a century-old olive tree, imported from Lebanon. The interior designers André Denis and Serge Sassouni embellished the interior with glazed «azulejo» tiles from Andalusia, colourful madras cotton drapes with golden thread, artistic furniture and collector's items. From the wrought iron staircases, the visitor's gaze falls upon the polychrome mosaics of Roger Capron, Alain Vagh and Jean Derval, the leading lights of the Vallauris ceramic movement.





From the moment of its grand opening ceremony (under the patronage of the French actress Mireille Darc, whom the Lebanese billionaire had met at the Excelsior in Beirut when she was filming scenes for George Lautner's «La Grande Sauterelle»), Byblos has become symbolic with the image of sun-drenched holidays hidden away from prying eyes. The opening night on 27 May 1967 will forever be engraved in the memory of those who were lucky enough to be there; the 700 invited guests discovering a hotel that shook up the established codes associated with luxury hospitality.

However, the outbreak of the Six Day War in June 1967 impelled Gay-Para to return to Lebanon and to give up his creative dream. This heralded the beginning of a new era in the history of Le Byblos and Les Caves du Roy... the story of Sylvain Floirat and his descendants, the Chevanne family.

On 19 September 1967, Sylvain Floirat (1899-1993), a former boilermaker who ultimately found himself at the helm of a self-made business empire (Aigle Azur, Breguet Aviation, Matra, Europe 1 and the French broadcasting corporation, CFT) purchased Hotel Byblos and Les Caves du Roy. Early regular guests included the likes of Elizabeth Taylor & Richard Burton, Duke Ellington, Romy Schneider and French stars such as Louis de Funès, Bourvil, Michel Polnareff, Gilbert Bécaud...

Later, in 1971, Mick Jagger chose Saint-Tropez as the destination for his wedding to Bianca Perez. A memorable party in Les Caves du Roy with the Beatles among the guests of honour, was followed by a honeymoon in Byblos' largest suite – now known as the Missoni Suite.

Hotel Byblos then came into the hands of Sylvain Chevanne who, respectful of his grandfather Sylvain Floirat's wishes, also took control of the Aigle Azur aviation company. But little by little, he found himself devoting all of his time to his «Tropezian paradise» alongside his wife Mireille, an ardent interior designer.

Having been initiated since childhood in the pleasure of welcoming guests and offering them the best possible time, their only son Antoine Chevanne became totally enamoured with the world of luxury hospitality; and is now in the process of writing the future chapters of the legend that is Byblos Saint-Tropez. Following his studies (at Paris-Dauphine and Cornell University) and a period of globe-trotting, he became General Manager at Le Byblos (from 2001 to 2006) before becoming Chief Executive Officer of Groupe Floirat, paying homage to his great grandfather in the process.

The family story has added several new pages with the acquisition of two exceptional four-star hotels, La Réserve de Saint-Jean-de-Luz and Les Manoirs de Tourgéville in Normandy, where guests can be sure to find the same attention to detail, the same convivial atmosphere, the same quest for excellence and the same family spirit as in Saint-Tropez. The renowned French touch that is so sought-after in the world of luxury hospitality.

ROOMS AND SUITES



Starting out with sixty bedrooms when the hotel first opened, Byblos has always drawn inspiration from the prevailing times in order to improve its offering to its guests. The purchase of a neighbouring plot of land in 1983 provided the space to build an additional wing, La Bastide, and a further separate outbuilding, Le Hameau, now covering a total of 17,000 sqm. To make them even more spacious and to bring in more light, certain bedrooms and suites were later joined together. Having acquired four shining stars from the outset, Hotel Byblos was awarded a fifth star following a major renovation program in 2009, before being granted the ultimate accolade in 2012: the French «Palace» status.

The 87 bedrooms, including 47 suites, each with their own individual design style, are all decked out with eight different designer-stamped textiles, from drapes, bedspreads to furniture upholstery, all handmade in the nearby workshops of Marseille. Alongside antique furniture, guests will find made-to-measure items with a more modern, but nevertheless harmonious feel; the whole ensemble creating a cocoon in which one is made to feel completely at home.

A few rooms feature private terraces with unparalleled views over Saint-Tropez and the sea.



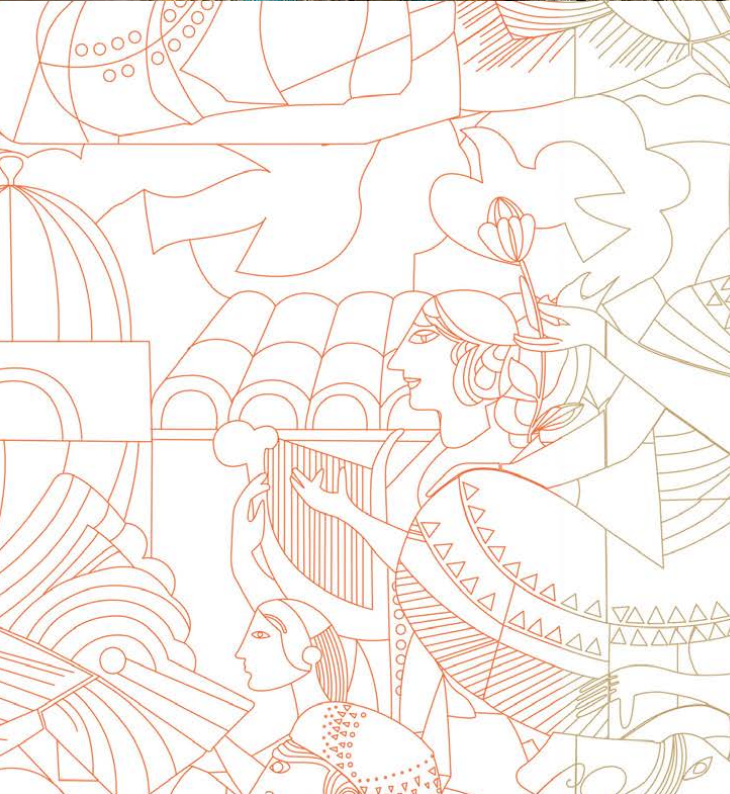


THE MISSONI SUITE



To celebrate the hotel's 50th anniversary in 2017, Byblos partnered with Missoni Home to redesign the presidential suite, now known as the Missoni Suite.

Spanning across 180m² and overlooking the pool and the hotel's courtyard, the Missoni Suite is comprised of two bedrooms, four bathrooms, a large living room leading onto the balcony, and a private terrace.





BYBLOS CONFIDENTIAL



A new generation of guestroom was unveiled last season, displaying the same attention to detail and uniqueness. Offering a lot more space and privacy, Byblos launched Byblos Confidential in 2021 – a new concept for guests to enjoy their very own private address in St Tropez.

Byblos Confidential consists of existing interconnecting rooms and suites joined together to create three luxury apartments in addition to the Missoni Suite. A nod to the hotel's heritage and design, 'Jupiter', 'Europe' and 'Zeus' provide comfort, glamour and privacy with the added value of a dedicated concierge and services, for a memorable and seamless experience.



SPA by SISLEY



In 2007, the Sisley brand chose Hotel Byblos as the location to install its very first spa, Spa Byblos by Sisley Cosmetics.

A symbol of luxury in its own right, Sisley has attained mythical status in just forty years of existence. Through its will to deliver high-end, hi-tech cosmetics and meticulously prepared skincare programmes, Sisley has made the pursuit of beauty a genuine «art de vivre».

The spa features a hammam, three treatment rooms, as well as the famous Lebanese treatment room dating back to the 17th century where each stone was transported from a palace in Beirut; and the extraordinary Couple's Suite, with stones from Jerusalem and moucharabieh lattice work panels.





GASTRONOMY



From Byblos in Saint-Tropez to La Réserve in Saint-Jean-de-Luz or Les Manoirs de Tourgeville in Normandy, the Chevanne family perpetuates its tradition for gastronomic and inventive cuisine, producing dishes that are in tune with the times and in phase with the seasons.

A NEW CULINARY CHAPTER

In January 2021, Byblos appointed Nicola Canuti as Executive Chef. Reflecting both the hotel's location and Chef Canuti's Italian origins, the gastronomic concept is heavily influenced by the Mediterranean; with Canuti taking inspiration from the treasures of the French and Italian rivieras, and working with local producers from the Côte d'Azur region. Each menu features dishes that accentuate the ingredients' original taste, celebrating natural flavours and aromas. He is accompanied by newly appointed pastry chef Geoffrey Turpin since February 2022.

ARCADIA



The hotel's latest restaurant, located by the pool, is open for lunch and dinner.

Using local and seasonal produce including tomatoes, white truffle and aubergine, Canuti creates an authentic gastronomic experience, inspired by the Mediterranean.

Once the sun sets, Arcadia offers a stylish, chic ambience overlooking the hotel's main square with lights illuminating the pool and the famous facades.





CUCINA by ALAIN DUCASSE



Chef draws on his native country's best kept secrets for this Italian trattoria overseen by Alain Ducasse.

Located within a warm, contemporary setting amongst olive trees, guests can enjoy the very best of Italian cuisine within a cosy atmosphere.

Open for dinner only, from 8pm to 11.30pm, Wednesdays to Sundays; except in July / August open every evening from 8pm to midnight.

LE « B » LOUNGE



Named one of the most popular bars on the French Riviera, Le B offers a wide range of signature cocktails and has introduced tapas and light bites including the Pinza, a lighter and healthier alternative to the traditional pizza.





BYBLOS BEACH RAMATUELLE



Since 2019, Byblos has not only been present in the heart of Saint-Tropez, but also on the waterfront, having unveiled its exclusive beach club located on Pampelonne Beach (approx. 10 minutes' drive). Designed by François Frossard, who also redesigned the hotel's nightclub Les Caves du Roy, the style of Byblos Beach Ramatuelle is inspired by its surrounding area and the world of sailing. It features a restaurant, a bar/lounge area and a dedicated space on the beach for sun loungers.

Ensuring as little impact as possible on the environment, the beach has a strict «no plastic» policy.

The entire structure can be dismantled at will, being made of 100% wood, providing a throwback to the hulls of old sailing ships. Water and electricity consumption is eco-oriented, with small and discreet table lamps preventing any risk of light pollution once night falls.

Chef offers a Mediterranean-inspired culinary experience that is adapted to different moments of the day and the seasons. A light menu includes fish, ceviche, vegetables and fresh fruit.

Byblos Beach is open for lunch from midday to 5pm, Mondays to Sundays. The beach itself is open from 10.30am to 7.30pm in low season and from 10.30am to 8.30pm in July/ August.

VEGETABLE GARDEN



Spanning across 300sqm, Byblos features a vegetable garden, offering guests the best of local produce within a sustainable environment.

The garden includes fresh fruit, vegetables, aromatic flowers and herbs.

The honey served at breakfast every day also comes from the hotel's very own beehives.





LES CAVES DU ROY



Reflecting the lively and joyful atmosphere that reigns at all times in Saint-Tropez, Les Caves du Roy - an exact replica of the eponymous nightclub at the Excelsior hotel in Beirut - has long been a venue of choice for those seeking the ultimate party atmosphere.

Five decades of memorable all-nighters have seen Les Caves become a legend alongside New York's «Studio 54», Ibiza's «Le Pacha» or «Le Palace» in Paris. Successive generations have flocked to Les Caves du Roy to find «that little something extra» that cannot be found anywhere else.



KEY DATES



27 May 1967:
Inauguration of the hotel



19 September 1967:
Purchased by Sylvain Floirat



2006:
Antoine Chevanne, Sylvain Floirat's great-grandson
takes over the management of the Group



28 June 2012:
Acquisition of «Palace» status



2017:
Byblos' 50th anniversary and the unveiling of the Missoni Suite



2019:
Launch of Byblos Beach Ramatuelle and Cucina



2021:
Launch of Arcadia and Byblos Confidential

FACT SHEET



A family business presided over by Antoine Chevanne



General Manager: Christophe Chauvin

Executive Chef: Nicola Canuti

Pastry Chef: Geoffrey Turpin



17,000 square meters in the heart of Saint-Tropez

87 bedrooms, including 47 suites

300+ staff



3 restaurants : Cucina by Alain Ducasse
and 2 poolside restaurants, «Le B»
and Arcadia managed by Nicola Canuti

1 beach club – Byblos Beach Ramatuelle

1 pool

1 Spa by Sisley

2 fitness centres

1 nightclub: Les Caves du Roy



HOTEL BYBLOS IS A PROPERTY BELONGING TO GROUPE FLOIRAT



Groupe Floirat is a family-owned company founded in **1955** by Sylvain Floirat. Luxury, simplicity and conviviality are elegantly blended together to create a warm and welcoming 'art de vivre'.

This is a philosophy developed by Antoine Chevanne, Chairman of the Board, which he has instilled into each of his hotels: Hotel Byblos in Saint Tropez (***** 'Palace', Byblos Beach, Les Caves du Roy); Les Manoirs de Tourgéville in Normandy (****) and La Réserve in Saint-Jean-de- Luz (****).

This philosophy underlines the values of Groupe Floirat over the past **67 years**, which today is further enhanced by being part of an eco-friendly movement that respects the surrounding environment of each hotel. We are wholly committed to a programme of sustainable development.

**THESE COMMITMENTS ARE SHOWN ON THE WEBSITE:
WWW.GROUPE-FLOIRAT.COM**



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