

PRESS KIT



DOMAINE LOUISE

An exceptional location

In the South of France, in the heart of the Gulf of Saint-Tropez and a stone's throw from Gigaro beach, Domaine Louise is a true oasis of greenery, with its Mediterranean wooded park spanning nearly 11 hectares and offering unrivalled views over the Levant islands.

Its 6 superb villas, nestled between land and sea, are perfectly tailored to the needs of guests seeking tranquility and authenticity. Managed and looked after by highly qualified personnel, this characterful property offers high-end, custom services.





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The destination

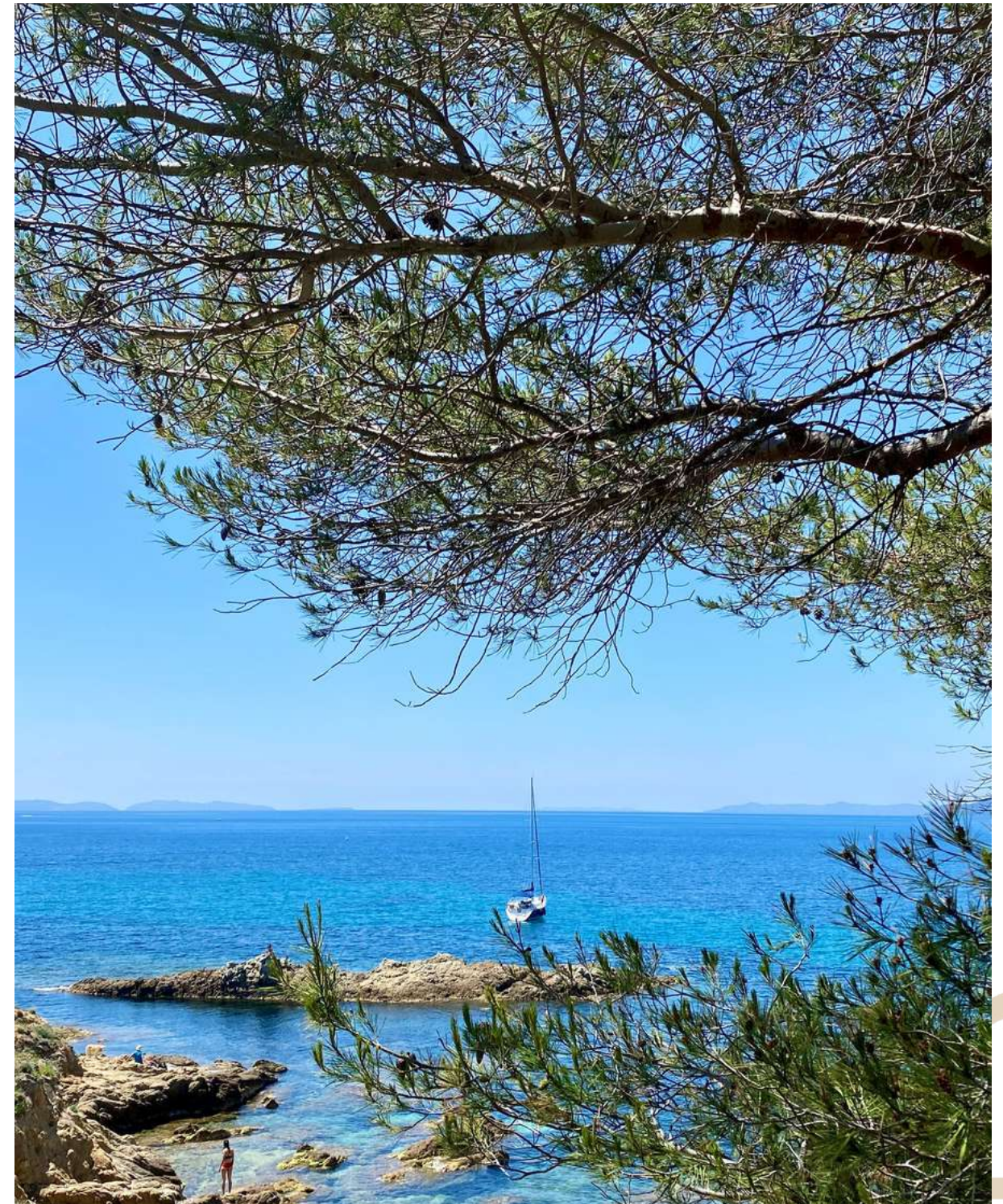
A corner of paradise nestled between land and sea



Domaine Louise is located in the Var department, near La Croix Valmer. It is part of the Saint-Tropez peninsula, the French Riviera's most well-known chic and glamorous seaside resort.

La Croix Valmer is a wonderful village surrounded by exceptional beauty, in the heart of a protected area belonging to the Coastline Conservation Authority, managed by Port Cros National Park. Its unspoiled coastline and majestic views over the blue-green hues of the Mediterranean make it a picture-perfect setting.

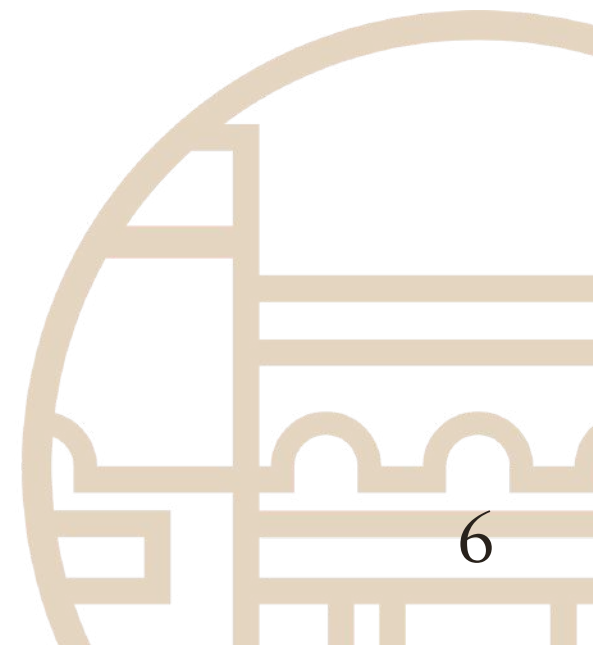
Two breathtaking capes trace the contours of this region: Cap Lardier, the most wooded of the two, is one of the last remaining non-built-up areas on the peninsula. It acquired listed status in 1930, and boasts 6 km of protected coastline. Countless paths meander through its Mediterranean pine forest, where three native varieties of pine grow, all characteristic of the region.





The second cape, Cap Taillat, is a natural gem, tucked between Cap Lardier and Cap Camarat, distinguishable by its sandy isthmus. It offers walkers over 2.5 km of coastal paths, lined with lush greenery. There are also paths heading inland, that take you on a voyage of discovery through vineyards and relics of the past, such as the Briande dolmen. Also a listed natural heritage site since 1930, it offers a spectacular view of the other capes and the islands off the coast of Hyères, from its summit.

Bathed in crystal-clear water, the coastline has a few surprises up its sleeve for those who love deserted coves and untamed beaches. Beautiful beaches stretch across the French Riviera from east to west, making it a perfect spot to unwind and discover everything the region has to offer.

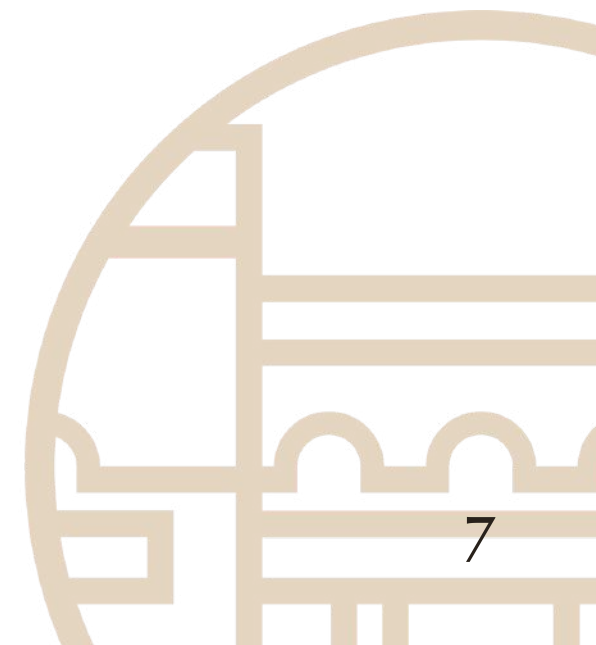


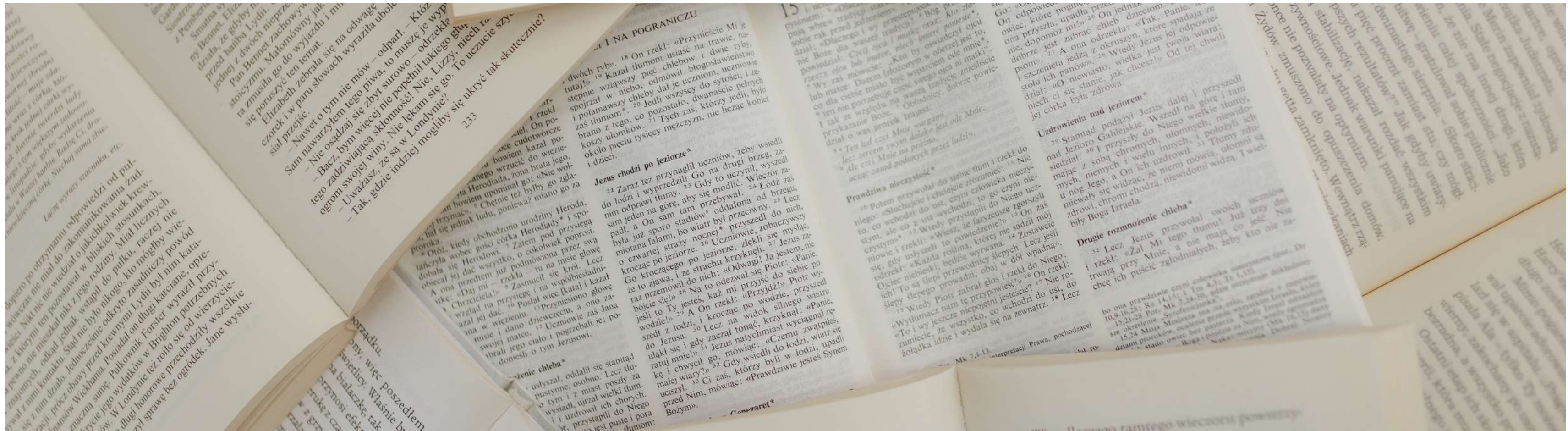


Sylvabelle beach, just 400 meters from the Domaine, is considered one of the most beautiful beaches in La Croix-Valmer, with its slightly rugged feel, its typical Riviera vegetation and the beauty of its crystal-clear water.

A little further along, Gigaro beach offers a vast expanse of sand sheltered by stone pines, eucalyptus and other Mediterranean varieties. The mythical Pampelonne beach is 7 km from the Domaine, and stretches over nearly 5 km.

And for visitors looking to party and soak up the nightlife, St Tropez is the not-to-be-missed spot for ultra-fashionable beach clubs on Pampelonne beach and sunset aperitifs in the port of St Tropez, by day or night!





The story behind the Domaine

A captivating saga





According to local legend, Kaiser Wilhelm I, the first German Emperor, had a property built for his daughter, Louise of Prussia. However, there is little evidence to back up that legend, and the first official records date from 1912, when a wealthy family from Reims, the Rouyer-Warnier family, purchased the first plots of land that make up the estate from the Vergeron family. Between 1912 and 1921, Mr. Rouyer, a successful tradesman in the textile industry, and his wife Louise had a villa built there, and acquired eleven more plots of land.

The “Renaissance”-inspired Villa Louise is still standing today, and lends its name to the present-day Domaine. Nestled between land and sea, clinging to a wooded hillside adorned with pines, mimosas, palm, olive, strawberry and citrus trees, it is a majestic residence that attracts the attention of passers-by, with its unquestionable beauty and exceptional architecture.

In 1925, the Rouyer-Warnier family donated the entire Villa Louise property to the Hospices Civils de Lyon, or University Hospital of Lyon. Under the terms of the donation, certain clauses had to be respected, such as the creation of a “Clinic to be known as the Rouyer-Warnier Foundation of Reims, which shall dispense free treatment and care to poorly children aged between 6 and 15 from underprivileged families, three quarters of whom shall be from Reims and the surrounding region, and one quarter from Lyon, based on a case-by-case study of their circumstances”.



A large team of medical staff and many local residents worked at Villa Louise to honor that mission and provide care for children up to the war, when its activities were brought to an abrupt standstill. It was later used as a sanatorium until 1973, before finding a new role as a holiday center for children on field trips and overnight camps. Despite their best efforts, Hospices Civils de Lyon was no longer able to afford the crippling taxes, and was forced to sell the estate.

In 2016, the Domaine was bought by Philippe Nouvel, a real estate specialist with a passion for the Var coast – and his wife Mathilde Nouvel – an art lover. The new owners set about renovating this unique property, taking great care to remain true to its history and architectural past. Major work was carried out for two years to make the most of the rare potential of this corner of paradise. Designed as luxury rentals, five superb villas (France, Reine, Grace, Victoire, Mathilde), dotted over 11 hectares, now surround the imposing "Villa Louise". The property has been given a contemporary feel that maintains balance and harmony.

In 2019, Domaine Louise opened its doors, making a grand entrance as a new member of the elite circle of prestigious hotel residences in the heart of the Gulf of Saint-Tropez.





Domaine Louise

A preserved oasis of greenery



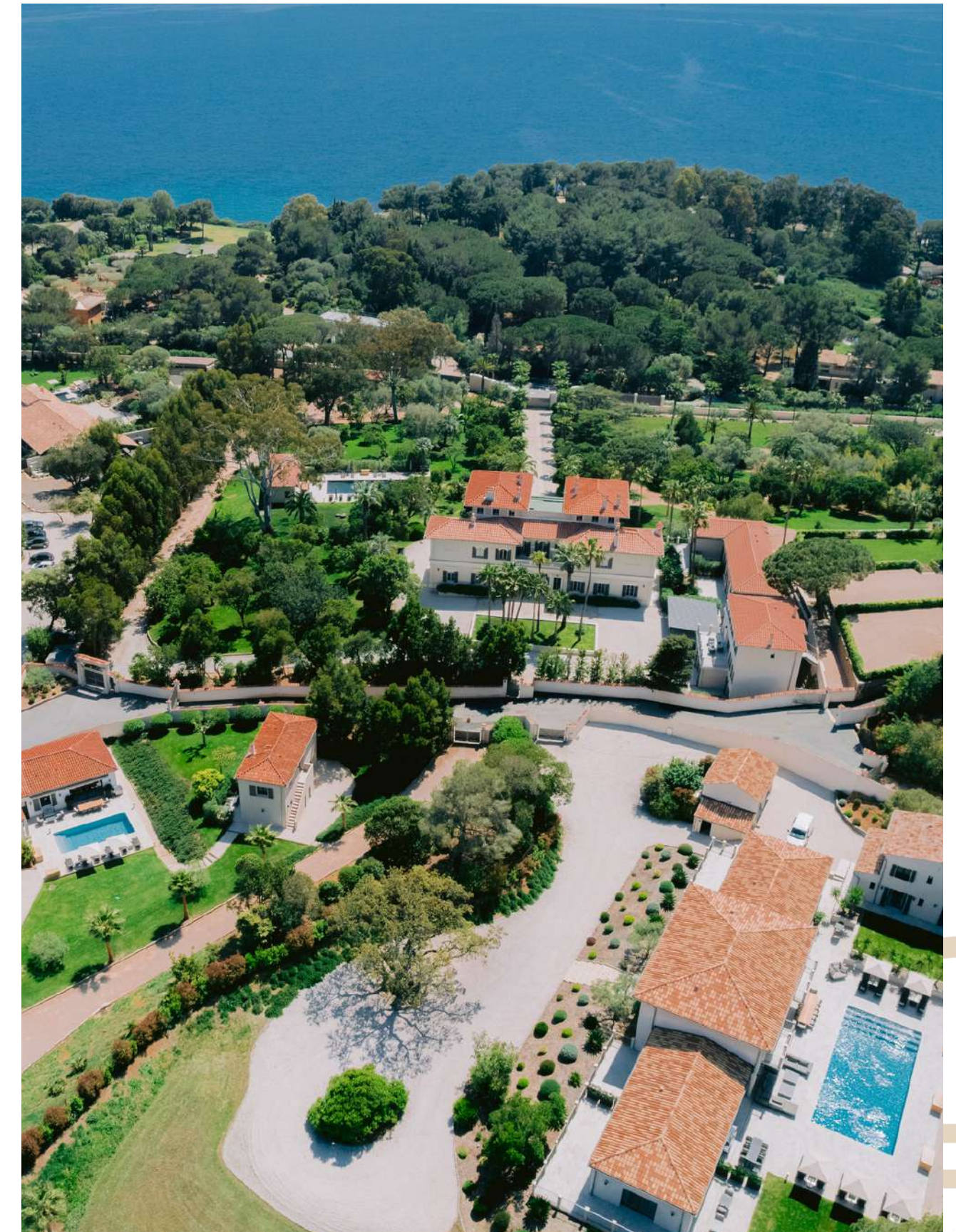
In an idyllic setting, nestled in the heart of a majestic park spanning 11 hectares, Domaine Louise boasts six charming properties with elegant architectural silhouettes, offering a high-end experience that caters to the needs of elite international guests, with absolute discretion guaranteed.

This characterful estate epitomizes luxury without being ostentatious, and delights guests with its contemporary decoration, high-end materials and Provençal charm.

Each villa has its own heated swimming pool and a vast private garden adorned with fruit trees or other typical vegetation of the French Riviera. Some have a fully-equipped pool house, jacuzzi, gym and massage room.

Stretching around the villas, the Mediterranean park unfolds, revealing its rare tree and plant varieties, fruit trees and vegetable garden, along with a pond containing ornamental koi, and a waterfall, all of which enhance the overarching sense of tranquility. This private area is accessible to all guests staying at the Domaine. The many terraces, shady spots under stone pines and perfectly maintained paths combine to create an irresistibly relaxing atmosphere, lulled by the singing of cicadas.

This private Eden is easy to get to by road, sea and air, thanks to its private helipad. The estate and each of its villas are fully secure, guaranteeing a 100%-stress-free holiday in an awe-inspiring setting.





The Villas

Six superb gems





Villa Louise

Unique

The legendary Villa Louise is the most majestic, and spans 1,000 square meters. Made of stone, it boasts three floors, 11 bedrooms and 11 bathrooms. Visitors are won over by the harmony of its living spaces, the elegant proportion of the wings and terraces dotted with baluster balconies and columns. Its style is resolutely “Renaissance” inspired, reproducing the same principles of balance and decoration, with head sculptures of women embedded in the facades, for example, and quirky windows. This grandiose residence captivates visitors with its commanding sea views and 8,000-square meter park.

The owner, Mathilde Nouvel, painstakingly oversaw the decoration of the villas, opting for refined furniture and noble, natural materials such as wood, stone and even rare marble.

No detail has been left to chance, so guests are offered the highest standards they expect. A large, heated private pool, a pool house, jacuzzi, gym and massage room, a vast private garden and a professional kitchen with a cold cellar complete the picture, making this a best-in-class property.

Major highlights: an elevator in the villa, a stunning sea view and majestic living spaces..



Villa Victoire



Delightful

Villa Victoire has 5 bedrooms and 5 bathrooms, and a total surface area of 390 square meters, including the main villa and two annexes. Its style is contemporary and minimalist, and its wide bay windows offer panoramic views of the Mediterranean from various rooms as well as its large terrace.

The villa boasts a 2,000-square meter garden with a private infinity pool, a pool house and rooftop jacuzzi. The top-floor attic space is perfect for romantic retreats against the backdrop of the beautiful Mediterranean.

Highlight: its panoramic view of the Mediterranean.



Villa France

Exceptional



Villa France, spanning 470 square meters, is composed of 6 bedrooms and 6 bathrooms, and can accommodate up to 12 people. Striking a perfect balance between modern chic and Provençal charm, it is set in a 2,500-square meter garden offering stunning views over the estate. Athletic guests will be won over by the gym, and keen to go for a morning jog through the private park or along the seafront.

The heated private pool is ideal for relaxing afternoons in the sunshine, while the outdoor barbecue lends itself to festive gatherings with family or friends.

Highlight: ideal location surrounded by nature, with views over the pine forest.

Villa Grace

Charmante

Villa Grace can accommodate up to 10 people with its surface area of 320 square meters, 5 bedrooms and 5 bathrooms. It comprises a main villa and an annex. The huge family kitchen is a heart-warming living space that brings people together at any time of day.

The 1,500-square meter lush garden borders the heated private pool, where comfortable sun loungers await sun-seeking bathers. The villa boasts a boules pitch as well as a table tennis table, promising some fun and fiercely-fought matches with the whole family.

Highlight: perfect layout for families of between 4 and 8 people.



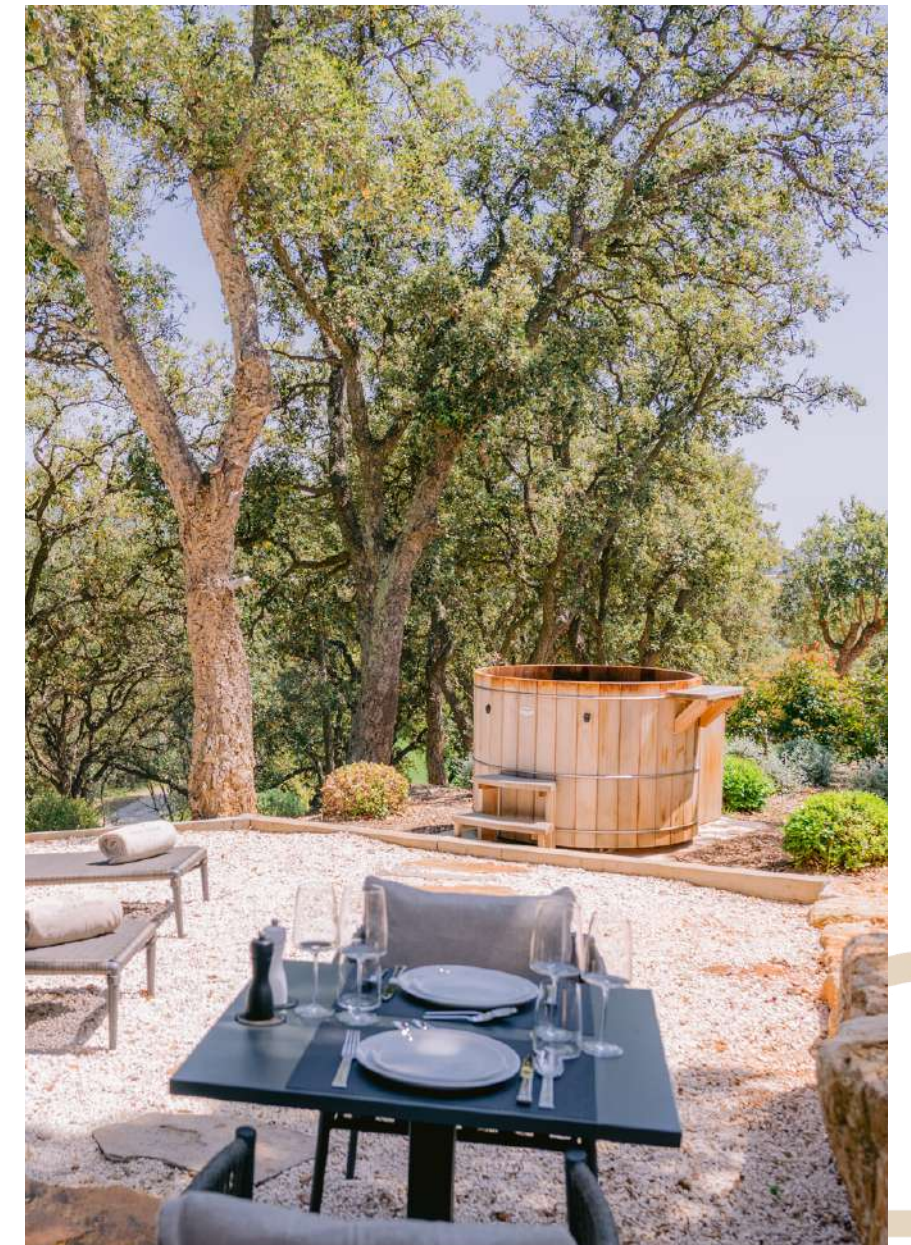
Villa Mathilde

Intimate

Ideal for a romantic retreat for two, this adorable 68-square meter villa boasts a large mezzanine sleeping area. The delightful 500-square meter garden surrounding the villa offers guests the rare luxury of feeling far removed from the outside world, for a 100% nature-based intimate getaway .

The furnished terrace has a Nordic bath and enjoys spectacular views of the sea and Domaine Louise estate. An ideal setting in which to enjoy the peaceful Riviera lifestyle as a twosome, all year round.

Highlights: its sea view and easy access to the vegetable garden and pond, for total nature immersion.



Villa Reine

Exclusive



Villa Reine is the most recent of the 6 villas and was inaugurated in June 2021. This characterful property spanning 640 square meters comprises 7 bedrooms, each with an individual walk-in closet and 7 independent bathrooms. The living spaces are enhanced by elegant furniture and wide bay windows offering breathtaking views and a sense of infinite continuity with the outdoors. A gym and massage room, along with a professional kitchen, add to the appeal of this stunning property.

The 3,000-square meter garden boasts a pool house, boules pitch and heated swimming pool with built-in brazier to keep the magic alive during balmy summer evenings.

Highlight: private, direct access to Sylvabelle beach; flat garden areas suitable for family activities.



The Domaine Louise experience

A high-end, custom experience





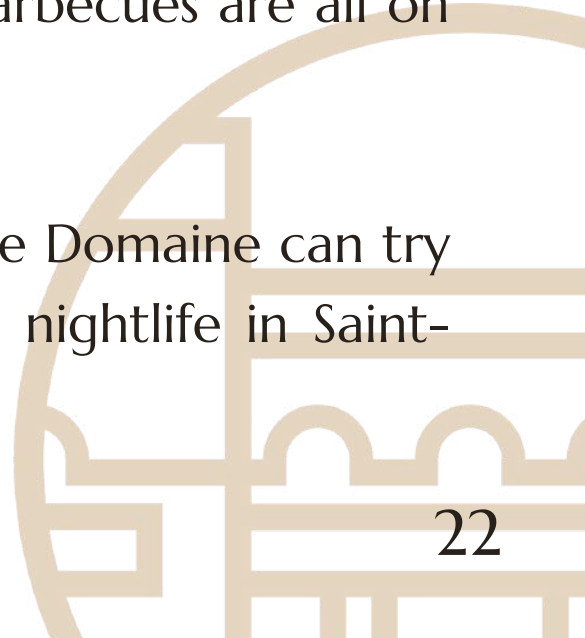
An eye for detail and simple excellence are the values that permeate Domaine Louise. A high-end para-hotel service is provided by professional staff with experience at the most prestigious establishments, and perfect mastery of the art of hospitality. What makes Domaine Louise unique is its staff's ability to customize the service offered, to cater to all the needs and expectations of its guests, and make sure they take away the sweetest memories of an unforgettable vacation.

The experience begins with a personal welcome from the Domaine Manager, and includes sumptuous dinners or barbecue evenings, sea excursions with the boat loaned by the Domaine, vineyard tours and preferential access to the region's most sought-after spots - at Domaine Louise, anything is possible.



Guests of Domaine Louise have the option of booking a private chef for their stay, in anticipation of theme-based evenings in the privacy of their villa. Mediterranean dinners, Asian meals and festive barbecues are all on the menu.

By making use of the Conciergerie service, guests of the Domaine can try out the Riviera's most exclusive restaurants, enjoy the nightlife in Saint-Tropez and get access to the most famous beach clubs.





Domaine Louise also offers its guests the option of using its private boat, to discover the beautiful beaches of Pamplonne and Tahiti, or further afield, the Îles d'Or.

For those who enjoy sport and well-being, massage sessions can be arranged in the privacy of your own villa, along with yoga classes on Sylvabelle beach or by the pool side. Sports coaches are available on request, as are hairdressing, manicure and pedicure services.

Without leaving Domaine Louise, families can enjoy nature walks through the garden, visit the vegetable garden, discover the waterfall and pond, and feed the ornamental koi.

“The only thing that matters to us is our guests’ satisfaction and happy faces,” insists Jérémy Barbet, site manager.





Events

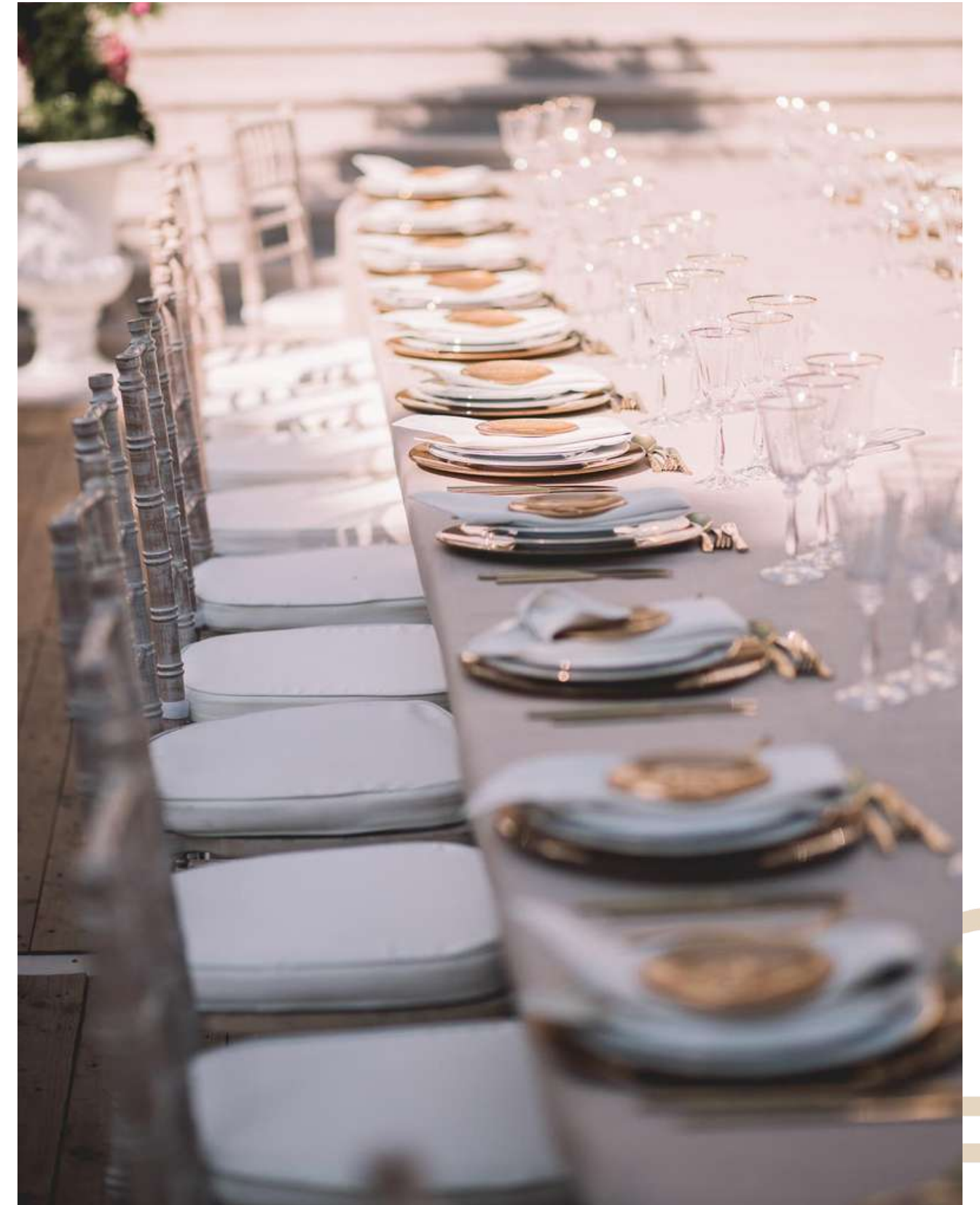
Your events made to measure



Maybe you're looking for an idyllic setting to celebrate a very special event? Domaine Louise offers you the possibility of organizing made-to-measure events in a magical setting, bathed in the typical atmosphere of the South of France.

Whether you're holding a reception, seminar, product launch or corporate party, we have a range of high-end, modular spaces to offer – designed to accommodate between 10 and 100 people – all equipped with state-of-the-art technology.

For cozy private events, you have the option of reserving one of the villas at Domaine Louise to host your private function. The owners hand the keys over to you, so you can make the place your own and welcome your guests privately. A perfect way of making sure your special function is an unforgettable occasion, where nothing is left to chance.





The team



Jérémy Barbet, Site Manager

With nearly 20 years' experience in the luxury hotel and gourmet food industry, Jérémy Barbet began his career at the Plaza Athénée Hotel after graduating from Paris-Dauphine University with a vocational degree in Hospitality and Catering, as well as a diploma from the Paris-Médéric Hotel School. In the course of his career, he has worked as Operations Manager for La Bastide de Moustiers, and Chief Concierge for Monsieur Alfred Home Concierge in St Tropez. He has been running operations at Domaine Louise since July 2019.



Marcel Horande, Business Director

A graduate of the Lausanne Hotel School, Marcel Horande has over 20 years' experience in the luxury hotel sector. Specialized in sales and marketing for high-end properties, he is committed to offering his clients unforgettable experiences, working and living according to the values that matter to him. Before joining the team at Domaine Louise in January 2022, he was part of the pre-opening team at the Kimpton St Honoré Hotel in Paris, after working as Sales and Marketing Director for some big names in the hotel industry, including North Island in the Seychelles and One&Only Le Saint Géran in Mauritius.



Information and booking

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