



HÔTEL BARRIÈRE  
**LE MAJESTIC**  
CANNES



PRESS KIT

# Legend & Croisette

The Hotel Barrière Le Majestic Cannes, more than just a Hotel, an experience.

In the heart of Cannes, opposite the Palais des Festivals and its famous steps,  
this legendary 5-star Hotel is the epitome of the word "pleasure"

in all its guises:

Elegance, comfort, discovery, relaxation, luxury, gastronomy...









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# CROISSETTE & GLAMOUR





## A RESORT WITH ETERNAL APPEAL

### Eternal Appeal

Originally a modest village of fishermen and monks, Cannes' development dates from the 19th century. In 1834, on his way to Italy with his daughter, the Chancellor of England, Lord Brougham, stopped in Cannes quite by chance. The charm of the location worked its magic – the friendly hospitality, the gentle Provençal way of life, the local bouillabaisse, the offshore islands – and he decided to settle here. His prestigious name attracted aristocracy from all over Europe, and soon high society was making its way to the French Riviera to enjoy the winter sunshine, building their own magnificent holiday homes here. Thanks to these prestigious visitors, Cannes experienced rapid development, as did the whole of the French Riviera.

Around 1849, the footpath which ran along the coast was widened; many years later, this became the famous Boulevard de la Croisette. This promenade allowed for the construction of new buildings, including the legendary Majestic from 1923. In 1863, the Paris-Lyon-Mediterranean railway line arrived in Cagnes-sur-Mer, bringing Paris closer to Cannes – just 22 hours away by train...

The Great War brought development to a standstill and many hotels were used as hospitals. During the Roaring Twenties, celebrities and exiled royalty mingled at Cannes' splendid parties. Slowly, Cannes, the winter resort par excellence at the time, started to develop as a summer destination thanks to the fashion for swimming in the sea and sunbathing.





## Cannes, a mecca for cinema

In 1939, the government decided to create an International Film Festival and Cannes was chosen as the venue thanks to its sunny skies and delightful location. The first Festival was held here in 1946 when, after years of war, the atmosphere was relaxed and movie stars flocked to the resort. It was the first major international cultural event of the post-war period. With the exception of 1948 and 1950, the Festival developed into an annual event, initially in September, and then in May. *The* gathering for the world's film industry, its famous red carpet attracts starlets and leading celebrities alike; as a result, the resort has acquired global renown.

A prestigious shop window for French luxury, Cannes entrances its myriad visitors and is the true embodiment of the Mediterranean way of life – every year tourists from around the world flock here to enjoy its eternal charms.

### Key dates:

1926

Opening of the Hotel Le Majestic

1939

In September, Louis Lumière opened the first Festival, but war was declared the following day and the Festival was cancelled

1946

Creation of the Cannes Film Festival

1955

Palme d'Or award founded





LE MAJESTIC BARRIÈRE

HISTORY & ETERNITY ✨

LE MAJESTIC



## 90 YEARS OF HISTORY

### Le Majestic, a leading Palace-Hotel

Ever since it first opened, Le Majestic has offered its guests a luxurious and exclusive atmosphere, its rich and turbulent history allowing it to combine tradition and modernity. The Hotel is situated on the Croisette, opposite the Palais des Festivals et des Congrès and not far from the old port, offering breathtaking views of the Mediterranean. Here's a short history of this idyllic palace-hotel.

### From the Beau Rivage to Le Majestic

The history of the Hotel Le Majestic starts with the entrepreneur Henri Ruhl, who, in 1920, purchased the Beau Rivage hotel along with the adjacent property of the Villa des Enfants. Ruhl had great ambitions for this ideal location right at the entrance to the Boulevard de la Croisette. In 1924, he demolished the Hotel in order to build the grand Art Deco-style palace-Hotel that he dreamed of. He entrusted plans for the design to Parisian architect Theo Petit, who had already proved himself by designing the Hotel Le Normandy in Deauville.

### Henri Ruhl, a true visionary

Born in 1869, this visionary from London enjoyed a vertiginous career: having started at the Hôtel Scribe in Paris as a Receptionist at the age of 20, he became the Hotel Director just two years later. He subsequently made his fortune by building some of the finest palace-hotels of the Belle Époque, such as the Carlton in Cannes and the Ruhl in Nice. He also founded the Casino Municipal in Cannes in 1905. A quarter of a century later, he opened the Palm Beach hotel. Le Majestic is one of his great success stories.





## The birth of a magnificent Hotel

On 1 February 1926, Le Majestic Hotel was opened. Comprising 250 guestrooms with bathrooms, reception rooms decorated by the painter Francis Di Signori (one of the most popular artists of the period), monumental staircases in Carrara marble, and flooring made from red marble from the Pyrenees, plus other precious materials, the Hotel was a truly splendid sight.

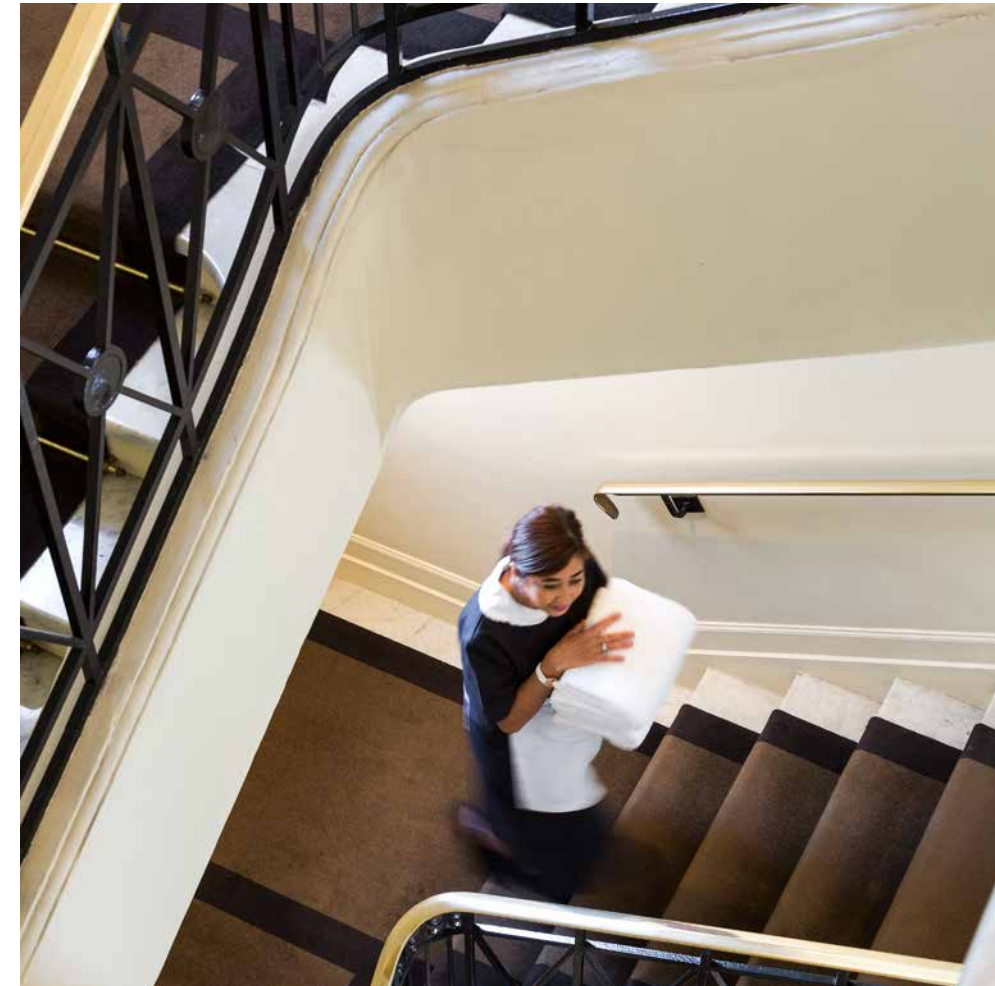
## Constantly evolving

Henri Ruhl hardly had time to reap the rewards of his investment. Just a few months after the Hotel opened, it was bought by François André; later that year, André asked his nephew, Lucien Barrière, to join him in the venture. Since then, over a period of more than 90 years, Le Majestic has hardly changed owners, although it has continued to evolve and expand. Its destiny had already been visualised by Théo Petit when he designed the Hotel, as he imagined a central building flanked by two wings which would run right up to the Boulevard de la Croisette. However, it was only 80 years later that this project was finally realised, when in 2007 the western wing of the Hotel was built.

## More beautiful than ever

Le Majestic has had numerous extensions over the years. Charles Nicod and Émile Molinié had already extended the central building as early as 1928. In 1965, the attic was refurbished to create two new floors, and in the late 1990s, Marta Barrière, Lucien's wife, designed the new bar inspired by Ancient Egypt. Meanwhile, Jacques Garcia, the famous French interior designer, was responsible for the new decor in the guestrooms.

In 1999, 40 new guestrooms were added, along with a new, modern and stylish swimming pool adorned with mosaics made by Murano glassworkers, a terrace-garden, and a group of luxury boutiques right on the Croisette.



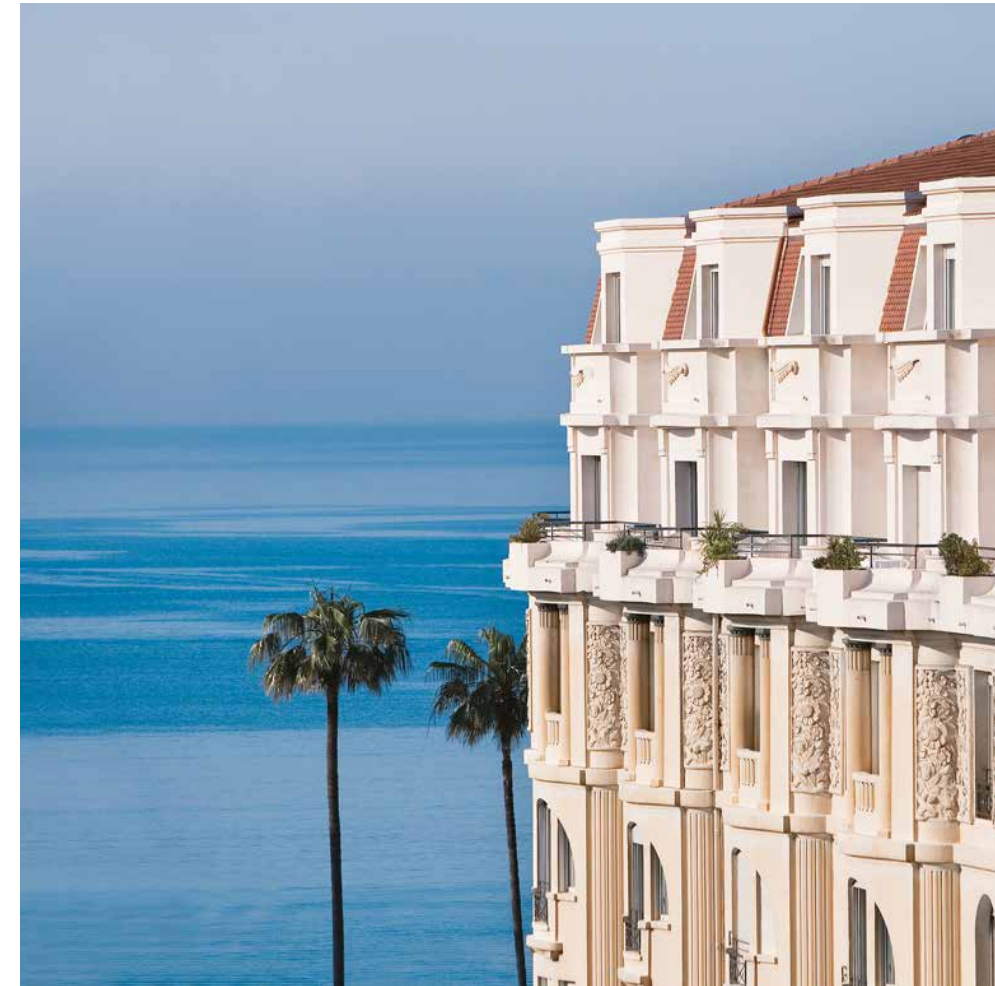


## Historic renovation work

The second wing was opened in 2010 after major construction work which lasted for more than four years. The final result was a perfect integration with the original building: now boasting two similar cupolas, the Hotel was even more majestic and harmonious than before, blending perfectly into Cannes' urban landscape. "The attraction of the Croisette is largely due to its architectural heritage and its façades dating from the Belle Époque and Roaring Twenties which bear witness to the city's history. This is an image which has to be respected", states architect Renaud d'Hautesserre.

## Continual enhancements

In order to offer its guests optimum levels of comfort, Le Majestic is refurbished on a regular basis. Recently, many of its emblematic spaces, such as the Lobby and Le Fouquet's Brasserie, were given a fresh look and decor by some of the most famous names in interior design.





## The Lobby

The new decor in Le Majestic's Lobby, unveiled on the occasion of the 2016 Film Festival, was designed by some of the most famous names in architecture and interior design. The Danan interior design agency took Jacques-Emile Ruhlmann, one of the great Art Deco designers of the 1920s and 1930s, as their inspiration, while the lighting in the Lobby and Concierge area is the work of "the poet of light", Sylvie Maréchal.

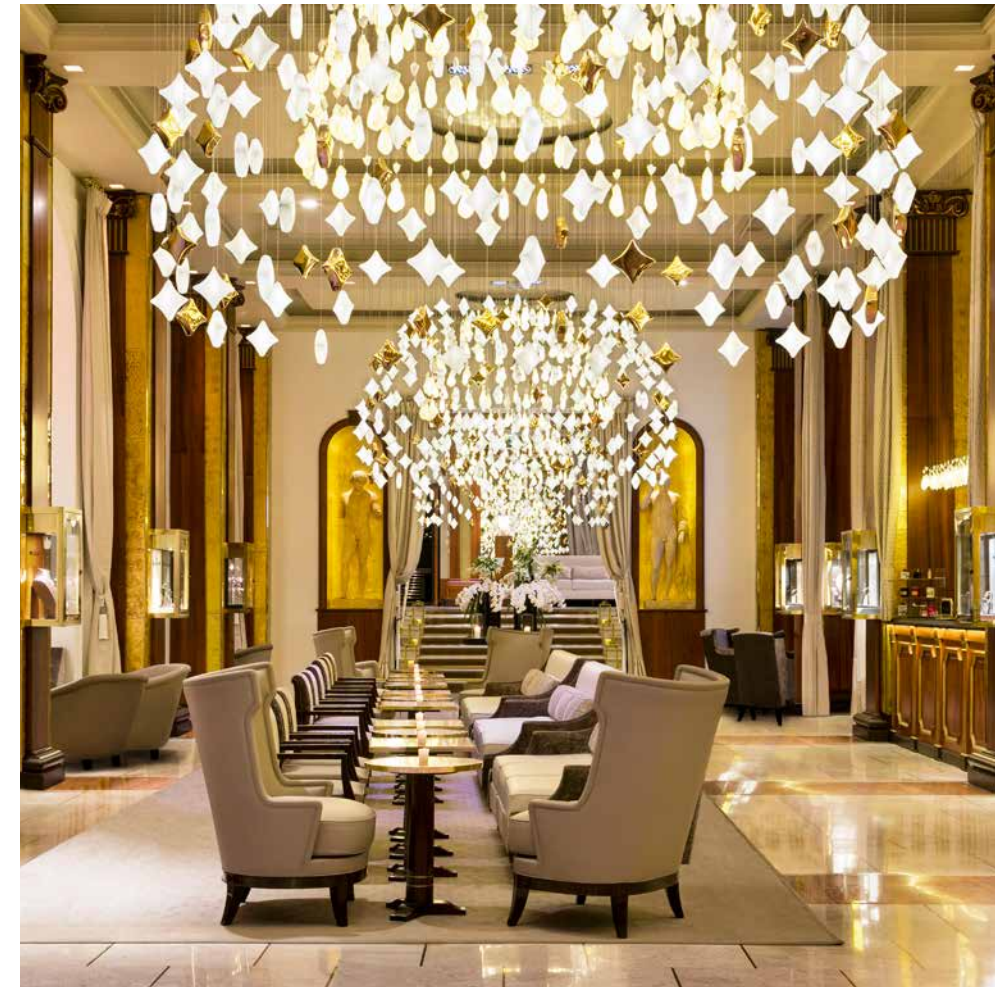
Modernity, excellence, traditional French savoir-faire and comfort are the hallmarks in the lobby. The light colour scheme of cream, ivory and beige contrasts with the bright, newly gilded statues, while the columns clad in smooth wood add a warm touch to the decor. Curtains and drapery add the illusion of constant motion which hints at escapism in an ambience which is mellow, soothing, cosy and luxurious.

The choice of furnishings was entrusted to the prestigious manufacturer of chairs and furniture, Henryot. The Lobby is furnished with the "Ligne H" furniture designed by Dominique Roitel. Modern and just a little asymmetric, this design blends perfectly with Le Majestic's interior space and decor.

## Le Fouquet's Cannes

The Restaurant, Bar and Terrace all had a facelift in 2017. Le Fouquet's is a charming venue, with its warm, cosy dining room decorated in shades of gold, red and taupe and its veranda flooded with the beautiful natural light of the French Riviera. Images of film stars on the walls add to its decorative appeal.

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## Key dates :

- 1926 + Opening of the Hotel Le Majestic
- 1952 + François André becomes the owner of Le Majestic
- 1965 + Two new floors are built
- 1999 + Renovation and expansion of the Hotel and start of the extension work
- 2001 + Opening of Le Fouquet's Cannes
- 2008 + Renovation of the Hotel and start of the extension work
- 2010 + Opening of the new wing and the Diane Barrière Spa
- 2011 + Inauguration of the Cinémathèque Diane
- 2014 + Renovation of La Plage Barrière Le Majestic, the first private Beach on the Croisette to meet the standards of the Loi Littoral
- 2015 + Renovation of the Hotel bathrooms and the creation of the Mélodie Suite
- 2016 + Renovation of the Lobby and the Croisette and Dinard function rooms, plus the introduction of Studio by Petit VIP activities
- 2017 + Inauguration of the new Diane Barrière Spa in partnership with Biologique Recherche and the creation of the Riviera Suite and the Michèle Morgan Suite
- 2018 + Opening of the new fitness centre in the Diane Barrière Spa
- 2019 + Opening of two new Signature Suites – the Escale and Horizon Suites
- 2020 + Opening of the new Restaurant of the Hotel Le Majestic, Paradiso Nicole & Pierre

## 2006-2010 Main construction dates

- 2006 + Purchase of the old Banque de France building
- 2008 + Le Majestic re-opens after four months' renovation of its Lobby, floors and all its guestrooms
  - + First stone laid by Dominique Desseigne
- 2009 + Installation of the cupola
  - + Cleaning of the whole Façade
- 2010 + 13 February: re-opening of Le Fouquet's Cannes
  - + 15 March: new Suites come into service
  - + 12 May: official inauguration during the opening dinner of the 63rd Cannes Film Festival



## An environmentally responsible 5-star Hotel

Le Majestic employs “careful” management of its energy, water and waste, enhancing its good practices and increasing its investments in order to eliminate waste. Practices include computer-regulated heating and air-conditioning systems, heat insulation, low-energy light bulbs, and the optimisation of the ordering and storing of perishable goods. The Hotel also encourages biodiversity by maintaining four beehives on its rooftops.

These practices ensure that Le Majestic is constantly searching for the right balance between economic performance, environmental impact and community involvement.

## Outdoor lighting at Le Majestic

Le Majestic has invested in a spectacular external lighting system designed by Architecture Lumière Citelum, the leading experts in this field. Alain Guilhot and his team have created subtle lighting which combines 16 million different colours in order to vary the lighting depending on the time of year and the events being held at the Hotel or in the town.





THE HÔTEL BARRIÈRE LE MAJESTIC CANNES IN NUMBERS:

*A **5**-star Hotel*

***257** Rooms and **92** Suites on **7** floors*

***3** Restaurants: *Le Fouquet's Cannes,*  
*Le BFire by Mauro Colagreco,*  
*Paradiso Nicole & Pierre**

*A 35-seat cinema*

*Diane Barrière Spa*

***2,500** photos of stars on its walls*

***7** stunning Suites: the Penthouse Majestic (650m<sup>2</sup>)  
with a sun terrace and 11m-long swimming pool,  
the Christian Dior Suite (450m<sup>2</sup>), the Mélodie Suite  
(200m<sup>2</sup>), the Michèle Morgan Suite (85m<sup>2</sup>) and the  
Riviera Suite (200m<sup>2</sup>), plus two new Signature Suites:  
the Escale and Horizon Suites.*

A distinguished address

Prizes and awards

Le Majestic, *the* palace-Hotel par excellence, is the only Cannes Hotel to be a member of the prestigious Leading Hotels of the World organisation. The Hotel has also received numerous prizes and awards, including the “Luxury Hotel” prize at the World Luxury Hotel Awards and the “Best Hotel”, “Hotel Best Architecture” and “Best Resort Hotel” prizes at the International Hotel Awards in London. It was also named “Best Seaside Hotel” in the world in 2012, and, more recently, “Best Hotel France” and “Best Convention Hotel France” at the International Hotel Awards in 2015.





ELEGANCE & SERVICES



At Le Majestic, 7 superb Suites await guests in search of spectacular Hotel accommodation: the Majestic Penthouse and the Christian Dior, Melodie, Riviera, Michèle Morgan, Escale and Horizon Suites.

## JEWELS ON THE CROISETTE

### The Majestic Penthouse

The top floor of Le Majestic's new wing is home to a superb 450m<sup>2</sup> apartment: the Majestic Penthouse. Its private terrace offers no fewer than 150m<sup>2</sup> of space from which to admire Cannes and its glorious bay... almost within touching distance of the stars! Dominating the terrace, the private swimming pool is 11m long.



### The summit of luxury

Designer Pascal Desprez's decor features a subtle blend of seaside ambience and classic French elegance, using a profusion of wood and warm and elegant tones, while also making the most of the natural light and panoramic views. The atmosphere is further enhanced by high-tech touches, such as the home cinema, the sensorial shower that creates ambiances composed of fragrances, sound and light, and a starry sky made up of optical fibres adorning the ceiling of the large dome. A sensation of space in every sense of the word.









## The Christian Dior Suite

This Suite combines the inimitable style of Christian Dior with the expertise of the Barrière group. The result is the creation of Nathalie Ryan, accredited interior decorator of the Parisian fashion house.

### Haute couture accommodation

Boasting a dining room with a stone and Hungarian herringbone parquet floor, a rotunda recalling that of the ceiling in the boutique on Avenue Montaigne, a table in Louis XVI style, and grey and silver medallion chairs, the Christian Dior Suite evokes real “haute couture” elegance. In the lounge, the cushions on the sofa, in the brilliant red created by Christian Dior himself, take up the designer’s historic pleated motif. The Suite also boasts a home cinema system offering the very best in cutting-edge technology.



## An annual collaboration

Dior and Le Majestic have more in common than just the Christian Dior Suite. These two renowned companies work together every year during the Cannes Film Festival. For twelve days each year the French designer moves into one of the Hotel’s most splendid Suites where stars come to choose their evening wear a few hours before mounting the red carpet.





## The Riviera Suite

With its panoramic views of the sea and its nautical theme, the Riviera Suite is a real ode to the Mediterranean. And this is the Mediterranean as we know it and love it here at Le Majestic: a tranquil sanctuary designed for restorative breaks and an invitation to indulge in refined pleasures.

Created in the spring of 2017, this Suite transforms a simple stay into a luxury cruise. This was the intention behind the decor, which is once again the work of Chantal Peyrat. “Here,” she tells us, “all the stylish features of luxury cruising have been reinterpreted, such as the use of mahogany, cream-coloured leather, subtle lighting, and the suggestion of sails and sounds of the sea”. The maritime-inspired decor which she has created is the result of a successful blend of navy blue, white, beige and brass, of the pictures and paintings chosen to adorn the walls with their idealised images of the sea in all its glory, and of the combination of wood and metal which evokes the interior of a yacht.



## A scent of the sea

To this ambience which is as tranquil as it is elegant, the Riviera Suite adds an additional touch of comfort. The Suite is striking for its size – a 180m<sup>2</sup> space which comprises a lounge with a terrace and two Bedrooms. Each Bedroom has its own balcony, dressing room and marble bathroom. In other words, all that you could possibly need for a truly relaxing voyage!





## The Mélodie Suite

The Mélodie Suite is imbued with the spirit of the silver screen. It takes its name from a masterpiece of French cinema, *Mélodie en sous-sol* (Any Number Can Win), a film directed by Henri Verneuil and starring Jean Gabin and Alain Delon. The walls are adorned with portraits of these stars, as well as photos of the movie, parts of which were filmed in this very Hotel.

Underneath a dome, the Suite comprises a main sitting room and two side lounges, along with two en-suite bedrooms with pink marble bathrooms and elegant grey mosaics. The stunning half-moon window boasts incredible views of the Mediterranean and the sky, illuminating the Suite with azure light. Meanwhile, the Suite's mirrors capture images of the real and the imaginary, surprising guests caught between a dream-like state and reality.





## The Michèle Morgan Suite

“With its luminous and timeless elegance, this Suite pays tribute to the superb artist to whom it is dedicated”, explains Chantal Peyrat, who designed the Michèle Morgan Suite in spring 2017.

Measuring 85m<sup>2</sup>, the Michèle Morgan Suite boasts all the comfortable amenities which have made this Hotel such a success since the Roaring Twenties – the spectacular sea views, the use of elegant colours and materials, and painstaking attention to detail.

The Suite also offers its guests a little “extra” not found in any other of the Hotel’s rooms : the ever-present memory of its muse. It is this striking memory of an actress who, with more than 70 movies to her name, will always be remembered as one of the queens of French cinema, which makes a real difference to the Suite, adding more than a touch of glamour to the elegant decor.



## A new luxurious look

How is this achieved? Quite simply by adding items and photos relating to the actress to the decor. These include Palme d’Or awards decorating the walls and some of the household linen, which remind us that the star of Quai des Brumes (Port of Shadows) has been part of the history of Cannes and its famous Film Festival ever since she was awarded the Best Actress prize at the first Festival in 1946. And of course, by her famous eyes!

Chantal Peyrat has not ignored the fact that this actress was renowned across the globe for having the most beautiful eyes in cinema, immortalised in the film Quai des Brumes, produced by Marcel Carné and with a screenplay by Jacques Prévert, in which Jean Gabin has the famous line “T’as d’beaux yeux, tu sais” (“You’ve got beautiful eyes, you know”). These beautiful eyes have been cleverly used by the designer from Languedoc to personalise some of the cushions in the Lounge and master Bedroom.





## TWO NEW JEWELS IN THE MAJESTIC'S CROWN

In 2019, Le Majestic opened two new Signature Suites on the third and fifth floors of the Hotel, both of which are a haven of tranquillity and comfort, offering a light and harmonious decor of elegant simplicity.

### On the 3<sup>rd</sup> floor

Nestling comfortably on the Hotel's third floor, this 200m<sup>2</sup> Suite combines the elegance of nature with warm materials to create a tranquil and soothing ambience. Chantal Peyrat, the designer behind this poetic setting, pays tribute to the world of travel and the Mediterranean, offering guests a real sense of escapism. Here, ropes, sails, maritime-inspired wood, and a cameo of blues ensure a truly relaxing stay with the horizon of the Mediterranean as a backdrop.

With its stunning views of the Croisette and the Mediterranean, its top-of-the-range facilities and discreet luxury, this Suite is an ode to travel, offering a complete immersion in a dreamlike world of beauty.



### On the 5<sup>th</sup> floor

Ideally situated on the Hotel's fifth floor, this superb Suite boasts 200m<sup>2</sup> of delicate, maritime-inspired elegance framed by the sea. Created by interior designer Chantal Peyrat, this Suite is an ode to the Mediterranean, taking guests on a sumptuous journey through beautiful maritime landscapes. With its palette of azure blue and shades of beige, this luxurious cocoon joined the Majestic's collection of Signature Suites in the winter of 2019. Offering stunning views of the Mediterranean, along with generously sized outdoor spaces, this delightfully tranquil Suite guarantees guests an exceptional, relaxing and timeless stay on the Croisette.





## “PALACE”-STYLE SERVICES

- The bedding used at Le Majestic ensures a comfortable night’s sleep and the sweetest of dreams. A “pillow menu” also allows guests to choose the pillow best suited to them for a restful night.
- The Housekeeper and her team are always available to help guests. Their superb service includes help with packing, wrapping more delicate clothing in tissue paper, or waxing and glazing shoes in order to give them an impeccable finish.
- Le Majestic is equally attentive to the needs of guests’ pets, offering a range of chic cushions, attractive dishes and assorted mats. Upon request, our room service team can even prepare a meal of fresh meat with rice.

“Palace”-style service also means being able to iron a shirt in a hurry without the slightest wrinkle, recommend a cigar and the best cognac to go with it, pack and unpack bags, and know the best addresses in Cannes and the surrounding area, from deluxe boutiques to restaurants, museums and nightclubs.

### Professional Butler – exceptional service for exceptional Suites

Part of what makes the Majestic Penthouse and Christian Dior, Riviera, Mélodie, Michèle Morgan, Horizon and Escale Suites exceptional is the top-quality service offered by Le Majestic’s Butler, Gilles Carletto. His profession demands rare versatility and this passionate professional has just that, plus the requisite knowledge and expertise that experience brings with it.





## STUDIO BY PETIT VIP

The Hotel Barrière Le Majestic Cannes introduced its new “Le Studio by Petit VIP” concept for young and old alike. In a safe, elegant and environmentally friendly environment, the Petit VIP\* company and Le Majestic have joined forces to create this unique concept, which offers a personalised welcome, 5-star facilities for children and numerous fun workshops which provide happy memories for all the family. In a superb setting within the prestigious palace-Hotel at 10, La Croisette, children can choose from 10 major art activities which guarantee a whole host of fun and educational experiences.

### Myriad activities

Innovative, stimulating and environmentally friendly activities. Workshops in foreign languages and raising environmental awareness. A unique introduction to art for young and old alike. From sculpture and photography to the art of entertaining, etiquette, music, cartoons and cinema, children and their parents will have the opportunity to make their own sound track or video clip, to dance, mime, do their make-up, sing, cook, study, learn a new skill or quite simply relax. There’s something here for everyone!

### The highest possible certification

In order to obtain Petit VIP certification, Hotels receive specific theoretical and practical training on the attitudes, behaviour and needs of children, and their performance is subject to regular evaluation. Parents are guaranteed the best-possible environment for their children which focuses on safety, attention to detail and excellent service.

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## Digital Escape Game

Convivial, welcoming and innovative, the Hotel Barrière Le Majestic does its utmost to enhance its welcome for families and to offer them a very special stay on the Mediterranean. This year, the Hotel introduced its exclusive Digital Escape Game concept, known as Majestic Adventure, which provides a fun new experience for children and parents alike. A unique concept in a luxury Hotel, this game offers the Hotel's younger guests six magical challenges in which dreams and the imagination are to the fore. Inspired by the world of magic, the "Wizard's Tournament" plunges our young guests into the heart of a magical world inhabited by sprites, gnomes and dragons in which their smartphone acts as a magic wand.



With six challenges to be completed in less than an hour, the game allows children aged 6 to 12 to explore the Hotel and its surroundings, inventing spells and potions along the way. Our would-be sorcerers are guided by Potion, Sortilège, Astronomie, Botanique and Métamorphose as they make their way from Le Fouquet's to the aromatic garden, Studio by Petit VIP and La Rotonde. The "Majestic Adventure" escape game is available during all school holidays and over some long weekends.





## Art and art de vivre

Le Majestic is one of the leading players in the cultural life of the French Riviera. In addition to cinema, the hotel is renowned for its music events and its occasional concerts. Le Majestic also organises regular exhibitions in the Hotel's public areas, fashion evenings (including haute couture shows) and dinners themed around cuisine from both near and far.







STARS & AWARDS





## A CELEBRATION OF CINEMA

Sit comfortably on a spacious wingback chair or cosy sofa. Immerse yourself in the magic of the Cannes Film Festival. Re-discover movie classics. Be among the first to watch new releases. Escape into the imaginary world of cinema.

### A unique Festival venue

In May, Cannes lives and breathes its famous Film Festival. This is when the elite of international cinema come together on the Croisette, with the eyes of the entire world fixed on the men and women who climb the steps of the Palais des Festivals each night. As a long-established partner of the Festival, Le Majestic enjoys a special relationship with the silver screen and its stars.

### A real buzz

Every year, more than fifty guestrooms are transformed into temporary office space and the Hotel is fully booked several months in advance. Despite this, visitors occasionally turn up at the last minute – as did a certain American visitor, who set his bags down in the hotel lobby at the height of the 1983 Festival. Lucien Barrière offered his private apartment in the Hotel to the impromptu guest, who was no other than Paul Newman, the unforgettable “Cool Hand Luke”. By the end of his stay, this Hollywood giant had won over all the Hotel staff with his warm personality.





## Stars behind the scenes

The American actor is not the only visitor to have left a lasting impression. Far from taking advantage of their celebrity status, many movie stars are remembered for their warmth and kindness, from the gentlemanly Jean Rochefort to food-lovers Jeff Goldblum and Morgan Freeman, and renowned beauties such as Gong Li and Sharon Stone.

## A unique collection

The magic of the Film Festival continues throughout the year thanks to a remarkable collection of over 2,500 photos. Tracing 60 years of the Festival, these walls of images depict Hollywood's most talented stars (Al Pacino, Robert de Niro, Steven Spielberg etc) as well as superstars of French cinema such as Alain Delon, Jean-Paul Belmondo, Romy Schneider and Catherine Deneuve.





## TWELVE DAYS UNLIKE ANY OTHER

### Intense activity

During the twelve days of the Festival, Le Majestic chalks up record figures.

The Hotel hosts:

- + 8,000 festival-goers
- + Around 100 television broadcasts
- + More than 200 radio broadcasts
- + 80 advertising slots

Guest facts and figures:

- + 14,000 bath towels, 15,000 sheets and 8,000 bathrobes
- + 16,000 bars of soap and 1,000 litres of bubble bath
- + 8,000 roses arranged by the maids in the guestrooms
- + 500 shirts and pairs of trousers washed and pressed every day
- + Workforce doubles from 350 to 700 staff
- + 25,000 meals served in the restaurant or at private functions
- + 15% of the Hotel's annual catering revenue
- + 2 tons of lobster, 3 tons of fish, 40 tons of fruit and vegetables, 160,000 eggs, 50kg of caviar, 350kg of foie gras and 800kg of crayfish
- + 18,500 bottles of wine, more than half of which is champagne





## THE PERFECT CINEMA SETTING

### Cinémathèque Diane: the big screen

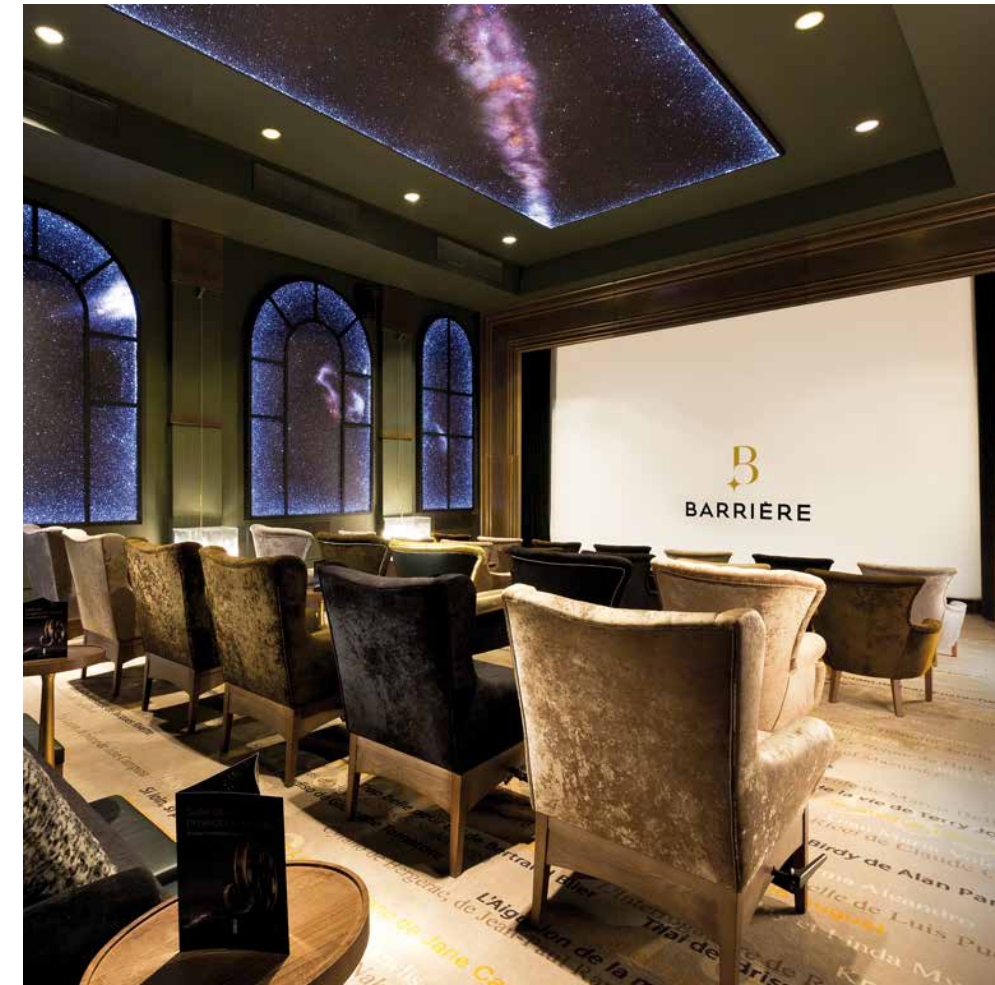
At Le Majestic, guests can indulge their passion for cinema throughout the year. Seating up to 35 guests, the Hotel's private cinema (which is also equipped to show 3D movies) offers a unique setting for film-buffs far from the noise and the crowds of the Palais des Festivals.

The decor here combines elegance, creativity and style with a touch of audacity. Designer Chantal Peyrat has created a delightfully inventive decor of brown, beige and black tones which provides the perfect setting in which to journey into another dimension. A central armchair, decorated in gilded leather, is reserved for the master or mistress of ceremonies.

On the floor, the carpet is adorned with film titles and the names of stars who have contributed to the legend of the Cannes Film Festival. In a bold allegory, the walls are decorated with photos of the cosmos and its most beautiful constellations. The eye is drawn to the ceiling where pendant lights glisten before slowly fading to darkness. Movies offer escapism – and the Cinémathèque Diane provides a suitably regal environment in which to savour this sense of escapism.

### Unmissable events

The cinema is available throughout the year to individual Hotel guests, as well as to film industry professionals who meet up regularly in Cannes for occasions such as the Film Festival, Midem, Mipcom, Mip-TV and the Festival de la Publicité. Films, clips and commercials are often shown here as preview screenings.







BEAUTY & WELLBEING





## TOP-QUALITY BEAUTY TREATMENTS

Experience serenity and wellbeing in Le Majestic's Diane Barrière Spa. This 450m<sup>2</sup> wellbeing centre immerses guests in an elegant and luxurious setting, where they can enjoy expert treatments provided by our new partners Biologique Recherche and LIGNE ST-BARTH. Enjoy total immersion in this timeless bubble which is completely dedicated to wellbeing and personalised treatments.

In a world which is becoming more and more virtual, and in which we live longer, often in exhausting urban environments, the search for wellbeing is on the rise. Since 2017, Biologique Recherche and Le Majestic have joined forces to offer the best personalised treatments, which combine the clinical approach of beauty care, pure products, complex formulas and unique protocols.



## Biologique Recherche, 40 years of dedication

### Origins

It all started 40 years ago, when Yvan and Josette Allouche, a biologist and physiotherapist respectively, combined their know-how and passion to found Biologique Recherche, a research and development company dedicated to creating treatments and developing products aimed at skincare professionals. This marked the beginning of a chapter which proved to be visionary in the history of skin care.

### The next generation

In the early 2000s, their son Philippe Allouche gradually took over the creative side of the business. His study of internal medicine and his experience in organ reactions to acute stress (observed in intensive care units) form the basis of his overall approach to skin treatments. He brings a new vision to all the brand's own special techniques.

### Expansion

In 2007, Rupert Schmid and Pierre-Louis Delapalme, now President and Managing Director of Biologique Recherche, took over the business. Philippe Allouche remains the guarantor of the brand's unique philosophy and know-how. Together, they develop markets throughout the world, invest in research and development, and are opening a new laboratory where all the brand's products are produced.

### Biologique Recherche today

Biologique Recherche is available in high-end beauty and medical centres in more than 70 countries. The emblematic Biologique Recherche centre, the Ambassade de la Beauté, has been located at 32 Avenue des Champs-Élysées in Paris for the past 23 years.



## SKIN INSTANT – THE KEY TO PERFECT SKIN

Our skin is a reflection of ourselves and we have not one but several skins which will change several times a day as well as during the course of our lifetimes. No two people have the same type of skin - everyone has different Skin Instants© which vary in different parts of the face and at different times of the day. The Biologique Recherche methodology is based on treating the epidermis according to each individual's Skin Instant©.

Our skin is our outer layer which needs to be protected and looked after. To put it simply, our skin can be compared to a house. If the roof (the epidermis) is built badly and cannot guarantee protection against external attack, then the interior (the dermis) becomes vulnerable. For tangible results, we need to pay close attention to the epidermis. We know that by creating an ideal surface, we can help the skin to develop in a healthy and harmonious manner.

By taking care of the epidermis, we allow the skin to develop a young, healthy and radiant appearance. This approach, which focuses on the pivotal role of the epidermis constantly interacting with the skin's deeper structures, is known as "interface cosmetology". It enables an understanding of how cosmetic active ingredients can act perfectly from the moment they make contact with the epidermis without needing to go through it. Trained in the brand's methodology, Biologique Recherche beauticians provide unique high-performance skin treatments.

## P50 lotion, an iconic product

In 1970, Yvan Allouche created the P50 lotion, the main product used in preparing the skin for treatment. This product works mainly on the epidermis, the protective outer layer which is the part of the skin most under attack from external elements. The lotion's unique formula enhances the skin's self-generation potential, combining the beneficial effects of a cleansing, exfoliating, moisturising and toning product. The keystone of Biologique Recherche's methodology, this lotion is the company's best-known skincare product.





## AUTHENTICITY AND BALANCE

Biologique Recherche's skincare products meet the following strict criteria:

- A very high concentration and complex formulation of botanical, marine and biological extracts.
- No artificial fragrances to preserve the integrity of the formulas and to do everything possible to avoid allergic reactions.
- Cold formulations wherever possible in order to respect the original structure of the active ingredients.
- High-quality active ingredients which justify the brand's high value.

These criteria enable the Diane Barrière Spa and Biologique Recherche to offer an extensive range of beauty treatments, in true Haute Couture style:

### Facial treatments

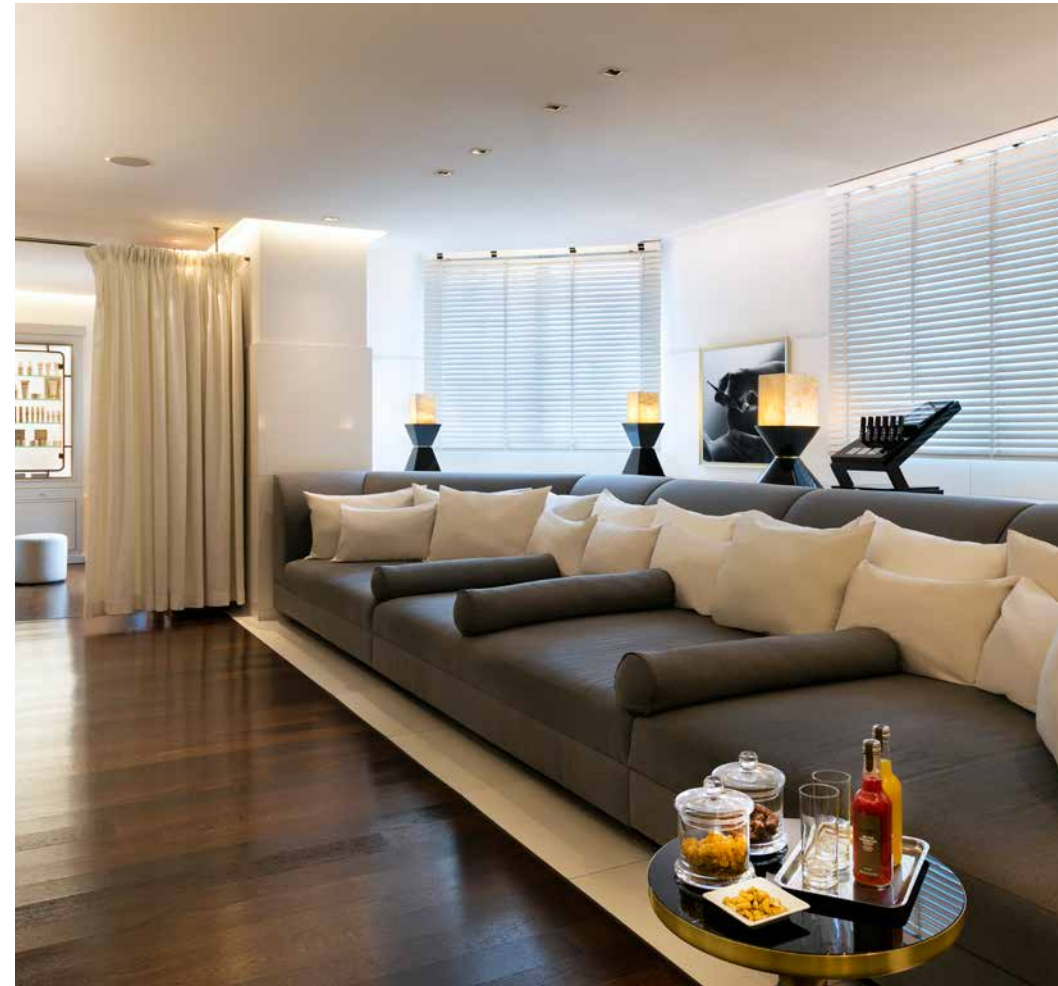
The expert hands of attentive professionals offer unique and relaxing treatments, leaving your skin feeling regenerated and stress-free.

### Body treatments

Discover a range of treatments which detox, refine and sculpt the body. Feel your body become firmer and more toned, leaving you with a more harmonious silhouette, softer skin and lighter legs.

### Hair treatments

A highly specialised range of treatments which restore and recondition your scalp, demonstrating exceptional know-how and expertise. Myriad treatments to bring out the natural life and vitality of your hair.





## NATURAL BEAUTY

### LIGNE SAINT BARTH, experts in wellbeing

Two different types of expertise for double the wellbeing... Since the spring of 2017, guests at the Diane Barrière Spa have been able to enjoy treatments provided by two French laboratories: Biologique Recherche and LIGNE SAINT-BARTH. A true master in relaxation and wellbeing, the latter offers a range of beauty treatments with relaxing qualities. Its beauty secret lies in the Caribbean fruit and flowers (tiaré, lily, Bourbon vanilla, pineapple and papaya) used in its treatments and products, offering a sensual and exotic experience with a truly escapist feel.

## IN PEAK CONDITION

### A hi-tech fitness centre

With its bright, airy room and cutting-edge fitness equipment, the Fitness Centre facing the sea offers its guests an attractive space dedicated to sport and wellbeing. Whether you're interested in circuit training to improve cardiac performance or Pilates to develop muscle strength, either in group classes or as part of a specially designed, bespoke fitness regime, you'll find all you need in our fitness centre. There's even a multi-sensorial circuit to offer a superb relaxation experience.





A dimly lit restaurant table with coffee, pastries, and drinks. The scene is set in a restaurant with white-clothed tables and chairs in the background. In the foreground, there is a table with a white tablecloth. On the table, there are several items: a tall glass of water with a black straw, a shorter glass of water, a cup of coffee, a small basket of pastries, a plate of pastries, and a small glass of coffee. The lighting is soft and focused on the table, creating a warm and inviting atmosphere. The text "FLAVOURS & TEMPTATIONS" is overlaid in the center of the image in a white, sans-serif font. A small yellow star icon is positioned above the ampersand in the text.

# FLAVOURS & TEMPTATIONS



Le Majestic has always allied the luxurious services it offers its guests with fine gastronomy. From this gourmet marriage has risen one of the star addresses in town: Le Fouquet's Cannes.

### A new decor

The Restaurant, Bar and Terrace at Le Fouquet's all had a facelift in 2017. The veranda, which transforms into a huge terrace from April to September, is bathed in the wonderful light of the French Riviera, while the delightful dining room is decorated in shades of red, gold and taupe. The decor is warm and plush, with portraits of stars adorning the walls. This new decor, a fusion of past and present, is the work of designer Alexandre Danan, who has taken inspiration from the Art Deco style: a glass and metal wine cellar, strips of mirror on the walls, and designer-style lighting all add to the appeal.

### Le Fouquet's, a renowned Parisian brasserie

Le Fouquet's has been one of the most famous brasseries in France ever since it opened in 1899. Its regulars have included writers such as Paul Valéry, as well as movie stars including Marlène Dietrich and Michèle Morgan who met Jean Gabin here for the first time. The New Wave, headed by François Truffaut, Jean-Luc Godard and Claude Chabrol, followed the example of their predecessors. Today, this renowned Parisian brasserie continues to host the gala dinner on the night of the César film awards.





## THE HALLMARK OF A GREAT CHEF

### A unique culinary signature

The inventive, Mediterranean cuisine served at Le Fouquet's Cannes is inspired by the typical "brasserie"-style dishes which are part of the world-renowned French tradition and created by head Chef Pierre Gagnaire.

Pierre Gagnaire is more than just a Chef – he is a true culinary artist in the great traditions of French cuisine. His Restaurant on Rue Balzac in Paris has been awarded three Michelin stars, and in total he has no fewer than 14 awarded to the various Restaurants that he oversees. And despite being chosen as Best Chef in the World by his Michelin-starred peers, he won't tell you this, although he is of course proud of his culinary expertise. For him, food is first and foremost a love affair and should involve sharing, an indispensable part of fine dining. Pierre Gagnaire is now sharing his culinary talent with Le Fouquet's Cannes, having been invited here by Dominique Desseigne to develop traditional dishes with a modern and inventive flavour which nonetheless remain loyal to the roots of brasserie-style cuisine.





## **BFIRE, GOURMET WOOD-FIRED CUISINE**

### The unique signature of Mauro Colagreco

In the summer of 2019, La Plage Barrière Le Majestic opened its new Restaurant, the BFire. B for Barrière and Fire for fire, of course – an ever-present fire which burns passionately inside Dominique Desseigne, president of the Barrière group, and Mauro Colagreco. Voted the World's Best Chef 2020 by his peers on the world's "100 Best Chefs" list at the Chefs World Summit 2019 held in Monaco on Sunday 24 November, he is also at the helm, among other restaurants, at Mirazur in Menton (3 Michelin stars, named the world's best restaurant on "The World's 50 Best Restaurants" list).

### All fired up!

Dominique Desseigne and Mauro Colagreco decided to combine their talents to develop a new dining concept. The Chief suggested to his partner a completely original culinary experience inspired by his own roots. Argentinian by birth, this great Chef who works on the French Riviera comes from an Italian family – a fine combination which has resulted in cuisine which focuses on seasonal produce and a skilful method of cooking over a wood fire borrowed from Argentina. Here, everything is cooked over flames or embers. This wood-fired technique developed by Mauro Colagreco gives meat, fish, vegetables and fruits unexpected nuances and intense flavours.

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### A local flavour

Updated three times a year to follow the natural rhythm of the seasons, the menu is highly varied. It also bears in mind its summer visitors who may be looking for a lighter meal before returning to their sun-loungers, offering a choice of hamburgers, club sandwiches and salads on its "Indispensables de La Plage" menu. A whole host of gourmet delights to be enjoyed at lunchtime every day throughout the year, comfortably seated overlooking the Mediterranean in a relaxed and comfortable setting created by designer Chantal Peyrat.









## THE MEDITERRANEAN IN ALL ITS GLORY

### Paradiso Nicole & Pierre, gourmet delights on the Croisette!

At Paradiso Nicole & Pierre, savour specialities from Nice, Italy and the Mediterranean. To the backdrop of a sun-drenched decor created by Italian architects Vudafieri-Saverino Partners, the brand-new restaurant at Le Majestic showcases an inventive gourmet menu designed by two truly remarkable Chefs, Nicole Rubi and Pierre Gagnaire.

Here, you can enjoy dishes such as vitello tonato, gambero rosso, lobster salpicon gnocchi and frozen Amalfi lemon, accompanied by an extensive wine list ranging from gems from the local region to treasures from Italy, from small producers to prestigious estates alike. Facing the red carpet and famous steps of the Palais des Festivals, savour a sublime dinner with a view!

To infuse the setting with its signature atmosphere, the restaurant's food-loving Milan-based architects and interior designers have opted for an elegant yet relaxed Mediterranean atmosphere which is both bright and joyful – an ambience clearly evident in the interior dining room by the Croisette, with views of the famous steps of the Palais des Festivals, alongside Le Majestic's swimming pool, and on the restaurant's magnificent terrace extending across three floors. Every evening, an in-house DJ provides a soothing music backdrop for guests, who can also enjoy performances by live musicians every Thursday, Friday and Saturday evening.

Paradiso Nicole & Pierre is a restaurant that has brought together two legendary Chefs, architects with a passion for food and design, and a region teeming with inspiration. A place that invites its guests on a poetic, cinema-inspired and gastronomic journey across the Mediterranean.









## A BAR WITH A FOCUS ON NATURE

Completely renovated in early 2017, the sumptuous Bar Galerie du Fouquet's Cannes is the place to be and be seen on the Croisette... as well as to enjoy some of the signature cocktails created by Emanuele Balestra, Bar Manager of the Hotels Barrière Cannes.

Balestra now places his creative talents at the service of Le Majestic. His CV speaks for itself: the InterContinental, Sydney; Hilton Hotels in Glasgow and Brussels; the Trump Tower in Chicago; the Prince Maurice in Mauritius; and La Mamounia in Marrakech, where he occupied the role of Bar Manager. Completely passionate about his work, and never happier than when his limits are tested to the full, he has found an opportunity at Le Majestic to unleash his creative talents. For him, "every experience is a new challenge".

### Unique cocktails

Emanuele Balestra has concocted a menu that is as enticing as it is surprising. His cocktails showcase local herbs and flowers, artisanal jellies and homemade ingredients such as fruit juices, bitters, sodas, flavoured sugars and ice cubes and aromatic salts. Popular cocktails include his Beetroot Gin Fizz, which mixes gin, icing sugar and lime juice, with the addition of artisanal beetroot-flavoured soda, and a personal favourite, his sage-flavoured Margarita. For those who prefer non-alcoholic cocktails, Emanuele Balestra has created a delicious infusion of pink grapefruit perfumed with saffron-flavoured sugar.





## Aromatic gardens and bees

With species ranging from rose geranium from Morocco, pineapple sage and fennel flowers to stevia and several types of basil, the plants used to create Emanuele Balestra's cocktails have one unique feature in common – they are all grown in Le Majestic's very own aromatic and vegetable gardens... on the roof of the Hotel! These plants also attract the bees that have taken up residence in the four hives recently installed on the roof. Their unique honey is the perfect addition to Emanuele's new and extraordinary cocktail creations.

## The Rotonde Grande Dame – elegant and sparkling

When warm sunshine arrives on the Riviera, Le Majestic's guests love nothing better than relaxing beneath the arty cupola of the Rotonde Grande Dame in readiness for a perfect evening: taking a seat on the edge of the garden, serenaded by delightful music ; admiring the Lérins islands as they are set ablaze by the day's remaining rays of sunlight ; and savouring the gentle bubbles of one glass of one of the best champagnes, La Grande Dame 2008, in an exceptional setting.

This prestigious cuvée created in 1962 and launched in 1972 is a tribute to Mrs Clicquot, iconic figure of the Veuve Clicquot House, powerful and inspiring. La Grande Dame is a winemaking prowess bringing the Veuve Clicquot style to its quintessence, balancing strength and elegance.





## LE BISOUS BISOUS

Suspended above the centre of Cannes, Le Bisous Bisous is a unique club with an electric atmosphere. Free from the formality and dress codes of other venues, this hybrid and androgynous club above the Palais des Festivals offers an idiosyncratic ambience which celebrates diversity and a mix of genres! Geoffroy Tanguy, the venue manager, and the famous duo Mozart and Géraldine Hunter, were keen to create a friendly and informal atmosphere, where House music and Seventies decor blend harmoniously, while lights and glitter illuminate the party on the dance floor. With its relaxed atmosphere, magnificent terrace offering views of Le Suquet and the port, its iconic Seventies furnishings and eclectic dancers, Le Bisous Bisous is already a must on the Cannes party circuit!

Open from 11pm to 5am, Le Bisous Bisous can also be booked privately all year round, including during conferences and congresses, and can host a total of 450 guests (350 if you just book the interior on a private basis).





A woman wearing a wide-brimmed hat and sunglasses is relaxing on a lounge chair. She is looking towards the water. In the background, there is a pier with several white umbrellas and a sign that reads "MAJESTIC BARRIÈRE". The scene is set outdoors near a body of water.

SAND & SEA



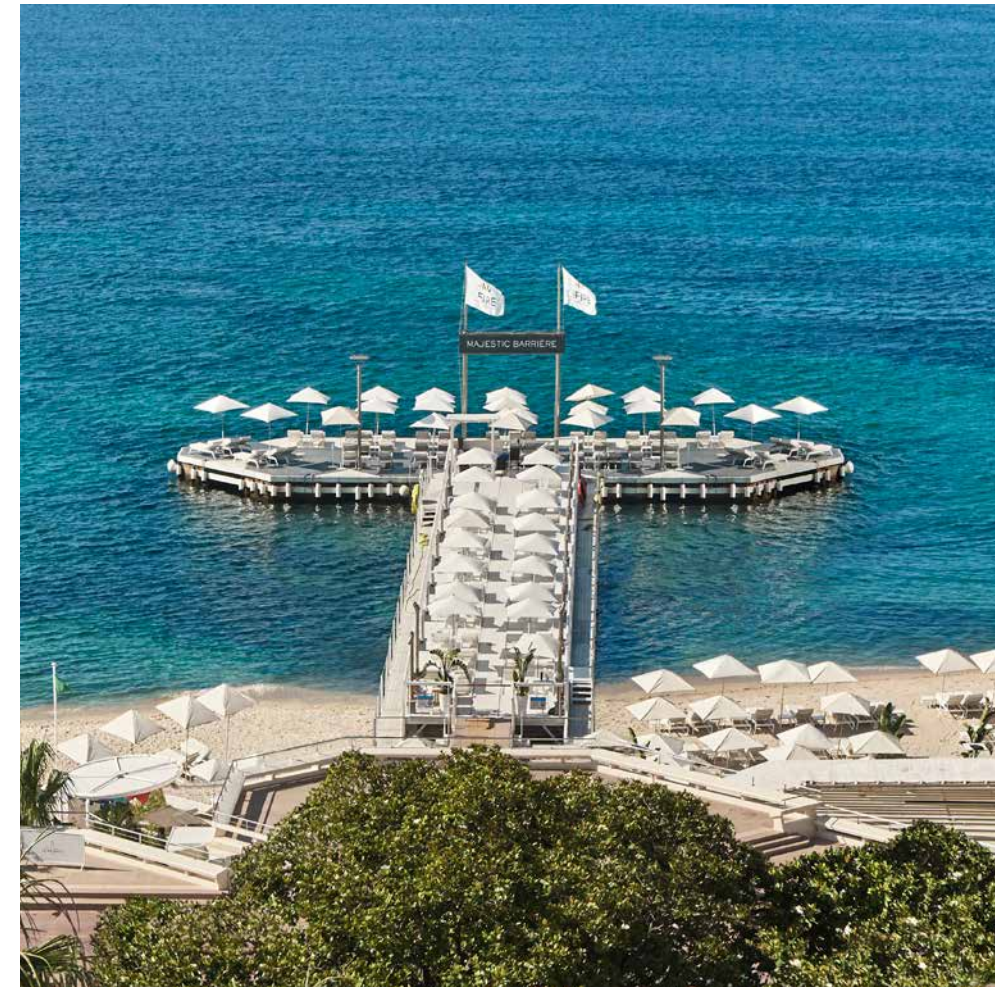


## A DELIGHTFUL VENUE

### Moments of real pleasure

Completely renovated during the winter of 2014, La Plage du Majestic boasts 2,600m<sup>2</sup> of impressive space for guests. And thanks to its location right by the Mediterranean, a truly unique experience is guaranteed.

Whether your preference is relaxation or high adrenaline, there's something here for everyone, including 300 sun-loungers on the beach and a choice of water sports such as parasailing, water skiing and tubing. Come the evening, the focus turns to a cocktail at the bar or in the comfort of the lounge.









## Sun-blessed flavours

BFire, the Hotel's Beach Restaurant, welcomes guests by the shores of the Mediterranean, framed by the ever-changing shapes and colours of the Lérins islands and Estérel mountains.

The menu created by Chef Mauro Colagreco, who oversees the Mirazur restaurant in Menton (awarded 3 stars in the Michelin Red Guide), takes guests on a Mediterranean voyage with a choice of meat and fish dishes cooked or seared over the flames or embers of a wood fire. Food to be enjoyed with a pinch of sea air and seasoned with Mediterranean rays of sunshine and moonlight - with music as an ever-present backdrop!

## The perfect event venue

La Plage du Majestic offers a unique experience – one which is festive, gastronomic, relaxing and fun all at the same time! In a new warm and natural decor, inspired by the Italian-Argentinian roots of Chef Mauro Colagreco, this venue provides a delightful beach experience all day long. In this new setting, BFIRE is both a restaurant and a bar, as well as a place to relax and enjoy a quick snack. Throughout the year, friends and families meet on the beach to share a cocktail or simply admire the beauty of the sun setting over the sea. Soak up the ambience from the moment you arrive, enjoying the innovative and global atmosphere which provides the perfect backdrop for a relaxing and enjoyable day on the beach.

Busy throughout the day, La Plage du Majestic is reinventing the beach experience, with its mix of cocktails and sun-loungers, lively music and Argentine flavours. As well as playing host to its summer visitors, La Plage du Majestic is also one of the French Riviera's top event venues. In addition to its permanent spaces, a huge tented marquee, erected directly on the beach and capable of hosting up to 1,350 guests for private dinners, evening events, cocktail parties and concerts, is also a popular option.

## An eco-friendly beach

This flexibility is even more remarkable given that it is totally environmentally friendly. La Plage du Majestic boasts two special features: an “eco-friendly” design, both in terms of the construction materials used and its waste and product management, and its “dismantability”. It is the first beach on the Croisette to meet the legal requirements of the Loi Littoral, in so doing becoming the “greenest” beach along this famous boulevard.

## La Plage – facts and figures

- + 2,600m<sup>2</sup> of beach
- + 60m-long pontoon
- + 320-400 covers in the restaurant
- + 300 sun-loungers on the sand
- + 130 sun-loungers on the pontoon
- + Event capacity: up to 1,350 guests for cocktail events and 820 guests for seated events







**BUSINESS & PLEASURE**



## The perfect event venue

With over 1,500m<sup>2</sup> of space dedicated to meetings and conferences and a huge choice of catering options available, Le Majestic is one of the leading Hotels in Cannes for business tourism.

At Le Majestic, the luxurious Suites and Guestrooms provide comfort and relaxation and the Diane Barrière Spa takes care of your wellbeing, while the Hotel's extensive choice of event spaces is perfect for business meetings, conferences and private events. The Hotel's superb meeting and function rooms are the ideal venue in which to discuss, exchange ideas and get down to business.

## Superb meeting rooms

When combined, the Joy and Alexandre meeting rooms can offer 75m<sup>2</sup> of space. The similarly sized Naoura boardroom (75m<sup>2</sup>), with its high standards of equipment and comfort, including 18 presidential armchairs and a long oval-shaped table, has been designed for top-level "board of directors"-style meetings.





## The Salon Croisette and Salon Dinard – ideal venues for prestigious events

Completely refurbished in November 2016, the Salon Croisette and Salon Dinard now boast a chic and modern decor in keeping with the prestigious facilities on offer in these superb rooms. Combined, they offer 500m<sup>2</sup> of space, and if you add the Terrasse Dinard running along the Galerie, our guests can enjoy 560m<sup>2</sup> of dedicated space for their glittering receptions.

## The Salon Marta – meetings with a view

The Salon Marta is a superbly equipped meeting room (video projector, Wi-Fi, audiovisual equipment) designed by Pascal Desprez, who offers the guarantee of an aesthetic look worthy of a palace, both in terms of its elegance and functionality.

Guests can also take advantage of another Barrière exclusive: occupying the ground and first floors of the Hotel's extension, this new structure overlooks the town and the sea through its wide bay windows, offering unbeatable views of the famous steps of the Festival. To date, no other hotel on the Croisette is able to offer similar facilities.

## Cinémathèque Diane – the jewel in the Hotel's crown

The Hotel's own private cinema, the Cinémathèque Diane, is the work of interior designer Chantal Peyrat. Here, you can watch a movie with the benefit of cutting-edge technology, including a 3D projection system. In this elegant setting, the services and facilities on offer are in keeping with its reputation, ensuring screenings of the very highest calibre.

## La Plage – a year-round beach venue

Designed around several different areas (Restaurant, Bar, Pontoon) which can be either fully or partially rented for private use, La Plage Barrière Le Majestic is the ideal location for all kinds of private and corporate events (seminars, conferences, incentive events, concerts etc). This heated and sheltered venue is now able to host events throughout the year.





**CORPORATE FACTS & FIGURES**

**1,500 m<sup>2</sup>** of meeting and conference rooms

**17** superb rooms and meeting venues  
with a capacity of **10** to **1,000** guests

*Salon Marta:*

**300 m<sup>2</sup>** surface area

**220 m<sup>2</sup>** area for breakfast,  
coffee breaks and lunchtime cocktail events  
with a capacity of up to **320** participants in  
“theatre” configuration and **600** participants  
for cocktails

**1** private projection room

*La Plage Barrière Le Majestic:*

**2,600 m<sup>2</sup>** of space,  
a **370 m<sup>2</sup>** marquee able  
to host up to **1,350** guests

**1** Fitness Centre

**1** Barrière Casino





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