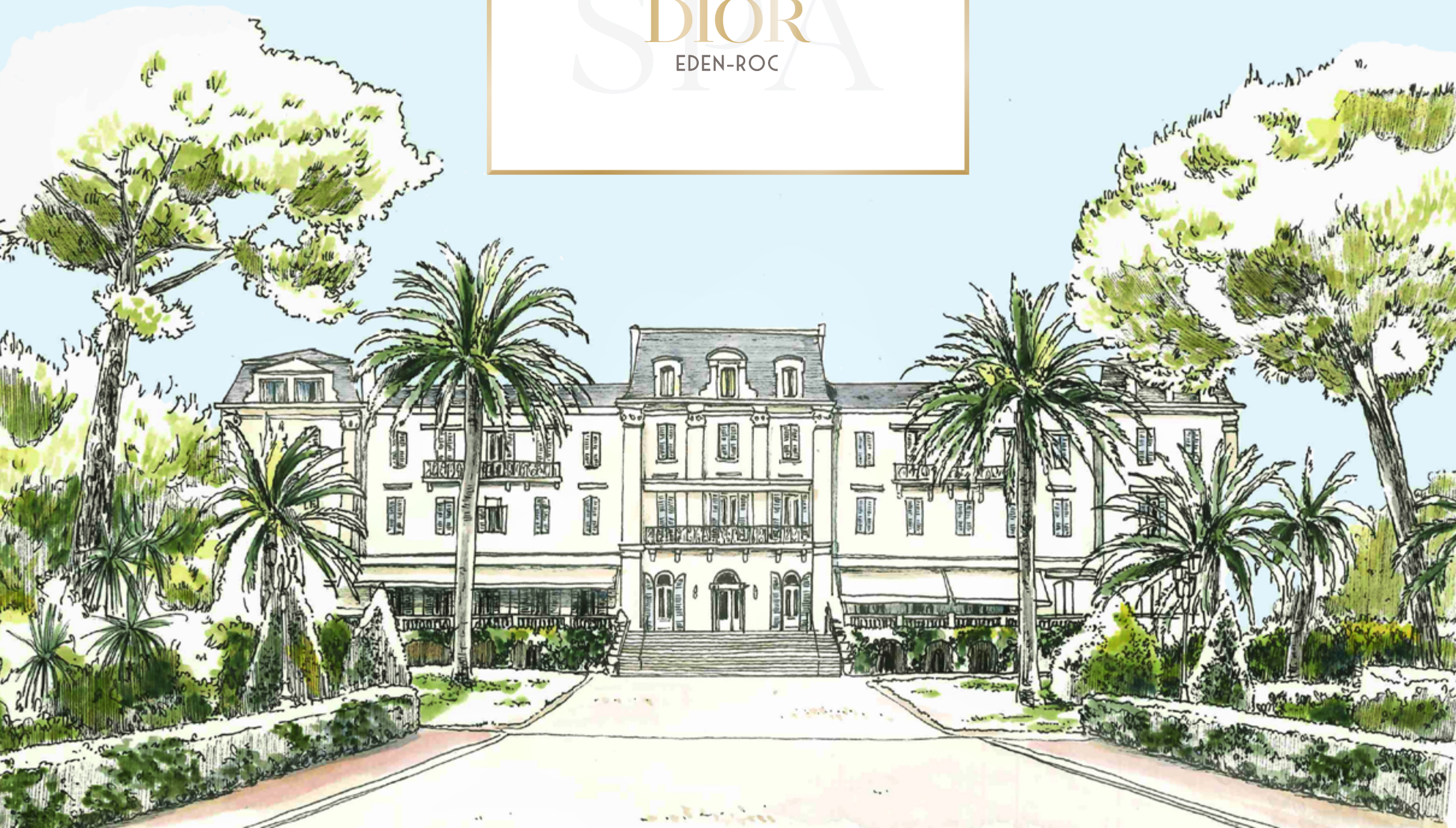


DIORA
EDEN-ROC





DIOR SPA EDEN-ROC

DIOR AND THE HÔTEL
DU CAP-EDEN-ROC
REVEAL THE NEW DIOR SPA
EDEN-ROC IN ANTIBES

Present in the most beautiful places in the world, Dior is now joining the Hôtel du Cap-Eden-Roc in Antibes. This legendary place treasured by the House is celebrated by an eponymous perfume in the Collection Privée Christian Dior. Here, on April 14th 2023, it will welcome a Spa, inspired by and looking out onto nature and the radiant Côte d'Azur light. United by a shared spirit and a shared vision of discreet and authentic luxury, the two Houses are, in this way, celebrating their long-standing ties.

AN IDYLIC SETTING,
A SYMBOL OF A UNIQUE FRENCH
RIVIERA *ART DE VIVRE*

Overlooking the southern tip of Cap d'Antibes, Hôtel du Cap-Eden-Roc is an absolute legend of the French Riviera. Set on a promontory of white rocks with an unrestricted view of the Lérins Islands, its elegant Napoleonic residence, majestic alleys and iconic swimming pool set into the cliffside, have shone for over 150 years. This vibrant gem of regal nature is set in grounds of nine hectares, where Aleppo pines, agapanthus, lavender, fragrant roses and jasmine flourish. This idyllic setting is a symbol of a unique *art de vivre*. It is a refuge for stars and key figures worldwide, from New York glamour couple Sara and Gerald Murphy, who started the trend for summer breaks on the Côte d'Azur with friends Hemingway and Picasso, to Sharon Stone, Robert de Niro and Clint Eastwood, as well as Liz Taylor and Richard Burton who came for their honeymoon, Audrey Hepburn, Romy Schneider and the Kennedy family.





A NEW CHAPTER OF SHARED HISTORY

Embodying the wonderful Mediterranean lifestyle, this mythical luxury hotel meets the inimitable Parisian elegance of Dior this spring, as well as its unique philosophy of beauty and well-being. Together, the two Houses are opening a new chapter in their shared history, written over time. Firstly, of course, is their love of nature and flowers, in particular roses, present here in their thousands, shared with Monsieur Dior, whose haven of peace, Château de la Colle Noire, lies but a few dozen kilometres away. Then, having selected this setting for several advertising campaigns, Dior made Eden-Roc a special destination by dedicating an eponymous perfume to it, in an olfactory tribute to this legendary, sun-drenched spot.

IN THIS PARADISIACAL SETTING WHERE TIME
STANDS STILL, DIOR CREATED A
MULTI-FACETTED SPA NESTLING IN THE LUSH,
PROTECTED VEGETATION OF THE HOTEL
GROUNDS, THAT COMBINES EXTREME REFINEMENT
WITH WARM SIMPLICITY.





A PLACE INSPIRED
BY THE CAP D'ANTIBES AND
ITS ICONIC ROCKS

In the shade of the immense Aleppo pines in the Cap-Eden-Roc gardens, the Dior Spa opens onto a reception room in pale shades of sand, inspired by the rocks from which the estate rises. A boutique also houses the Collection Privée Christian Dior perfumes, including, naturally, the emblematic Eden-Roc fragrance, as well as the most precious skincare lines, the new Dior Solar range and the House makeup.

A HAVEN OF PEACE IN THE HEART OF THE MEDITERRANEAN REGION

The understated, quiet luxury of this décor also extends to the Spa's three individual treatment rooms and its double treatment room, set on a private patio featuring Mediterranean plants. Each room was designed to be a sensory haven: beneath soft lights, treatment tables transport guests to a waking dream, and provide the feeling of floating on a cloud, in a truly perfect prelude to a treatment and an escape for the senses.





DOWNSTAIRS, DIOR INVITES
GUESTS TO ENJOY A TRUE SENSORIAL
EXPERIENCE.

A UNIQUE SPACE FOR AN OUT-OF-TIME EXPERIENCE

In an onyx affusion shower room, House well-being experts provide hydrotherapy treatments using different jets. The Spa space also houses an ice fountain, to stimulate and boost blood circulation after a session in the sauna or the hammam, which are set to the left and right of this refreshing cascade. Lastly, a dedicated lyashi Dôme treatment room offers infra-therapy to meet detoxing and slimming needs. Inspired by traditional Japanese treatments, the Dôme deeply and naturally rebalances the body for a return to harmony and overall meaningful living. By diffusing a gentle heat through the entire body using far-infrared light waves, it enables the organism to detox, to regenerate more quickly and also provides an efficient slimming effect.





A SENSORY AWAKENING INSPIRED BY NATURE

So that everyone can fully enjoy these moments of well-being, Dior has also made these rituals available in the heart of nature. In the grounds, facing the hundred-year-old rose garden dedicated to Queen Elizabeth II, a gazebo has been transformed into a double treatment room, sheltered from the eyes of passers-by. Further on, a historical cabana, which has been redecorated striped fabric and toile de Jouy in shades of sage green and white, has been transformed into a cosy treatment cocoon for one. On the threshold of this exclusive islet protected by the pines, a terrace with rattan furniture instantly encourages visitors to relax by taking the time to admire the sea view, and to let themselves be lulled by the murmuring waves.





THE *DIORIGINELS* RITUALS

Drawing on its holistic vision of beauty and well-being, Dior designed the Dioriginels Rituals, four new customizable signature treatments for its Spa. In a reflection of the Hôtel du Cap-Eden-Roc, they are inspired by the four elements that give this mythical place its unique character: the rocks, the sea, the garden and the sun. A complete “reset” treatment ideal for starting your stay, the *Éscale à Eden-Roc* Ritual aims to rebalance and harmonise energy flow during a massage that uses semi-precious stones. Chosen according to the needs of each person, they are used either hot or cold during this 2hr treatment. *The Roc Affusion* Ritual reinterprets the full power of water through a 1hr 30min hydrotherapy treatment, with the help of a tailor-made sequence of water jets, beneficial for the muscles and drainage.

A TRIBUTE TO THE GARDENS

The *Enfleurage Corporel* Ritual is unprecedented – its source lies in the hotel gardens, and a shea butter bar infused with rose petals, jasmine or mallow is applied to the entire body for a relaxing massage with exfoliating properties that are more or less intense depending on the chosen flower. It is a total escape for the senses. After this 2hr treatment, the skin is perfectly soft and satiny, enveloped in a subtle floral fragrance.





DIOR SPA EDEN-ROC

AN ODE TO THE SUN OF THE FRENCH RIVIERA

Lastly, succumbing readily to the Côte d'Azur sun, Dior has developed the exclusive *Riviera Solar Glow* treatment, using its new Dior Solar range. Lasting 1hr 30min, it is available either before sun exposure in order to benefit from its protective benefits, or afterwards, to repair the skin intensely after sun exposure.

UNIQUE *SAVOIR-FAIRE* AND STATE-OF-THE-ART TECHNOLOGIES

For the opening of the Dior Spa Eden-Roc, Dior is unveiling an exceptional partnership with Hydrafacial. The new Dior Powered by Hydrafacial facial treatment combines Dior skincare expertise with Hydrafacial technology. The protocol, developed exclusively by the Maison Dior and the Hydrafacial experts, lasts up to 1h30 and begins with a thorough cleansing and exfoliation of the face using Hydrafacial's patented vortex technology. It is then completed and boosted with the Dior Floral Peeling Lotion diffused through Hydrafacial's magic wand. Then, the skin is perfectly prepared to receive a tailor-made treatment, with maximum efficiency and in an atmosphere of complete well-being.

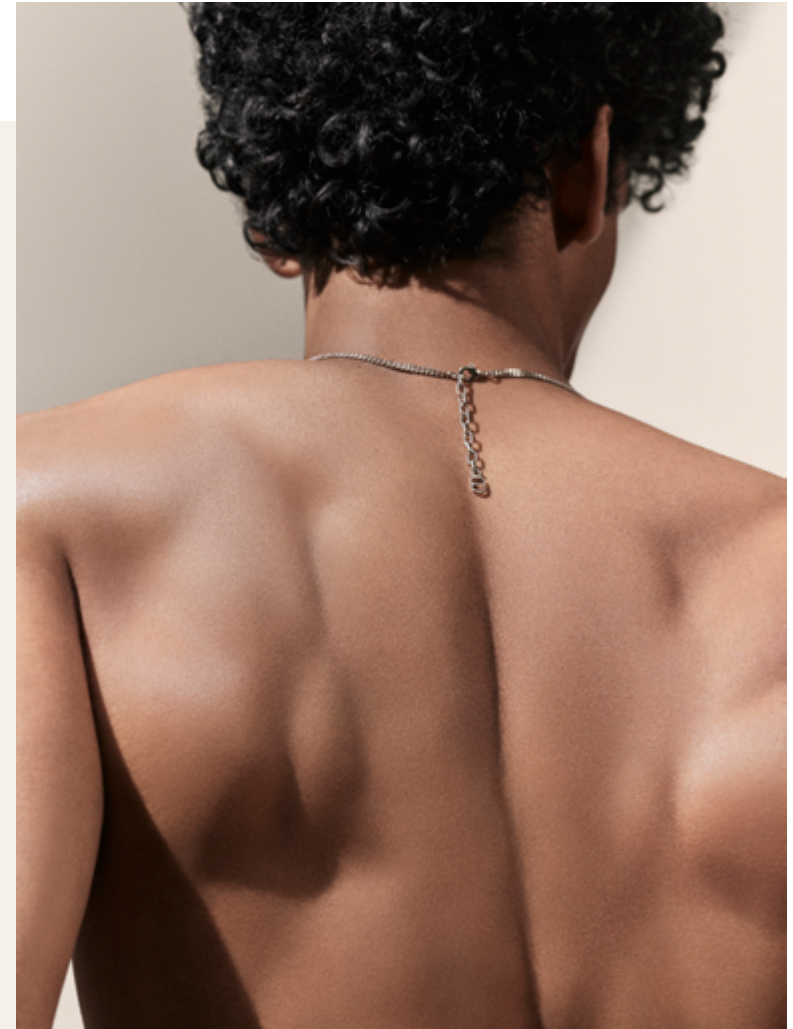




THE WELLNESS TREATMENTS: PROMISES OF HAPPINESS

In addition, for the first time and exclusively for this prestigious address, Dior created six Wellness treatments, which promise a moment of exceptional happiness and effectiveness. Named *Bouquets* in a nod to the Dior Gardens, and customized for each guest down to the last detail, they aim to meet essential needs such as Relaxation, Immunity, Detox and Slimming. Ultra-complete and precise, the Reverse Aging and Hormonal Balance *Bouquets* also help guests through periods of life change.

Lastly, the sixth *Bouquet* focusses on well-being for men, with a programme centred on strengthening muscles, rebalancing the organism, tailor-made facial treatments and nutritional advice. Designed over several days, each programme combines manual treatments in both the Spa experience space and the treatment rooms, as well as sessions using high-tech machines such as the Dior Skin Light LED Mask and the exclusive Dior Micro-Abrasion tool, as well as Waves 21 and Endospheres Therapy technologies. Taking care to look after body and mind as a whole, each *Bouquet* also offers sports sessions and consultations with nutrition and well-being experts. The quintessence of Dior philosophy and excellence, these tailor-made *Bouquets* are true showcases for beauty and complete well-being, designed to revive, rebalance energy flow and regain harmony. These exceptional moments of self-care lastingly enhance the body as much as they make guests glow from within, for a total rebirth in the unique French Riviera sunshine.





DIOR SPA EDEN-ROC

IN A NOD TO THE LEGENDARY
LOVE STORY BETWEEN
THE HÔTEL CAP EDEN-ROC AND THE WORLD OF FILM,
THE NEW DIOR SPA EDEN-ROC WILL BE OPENING
ON APRIL 14TH 2023, A FEW DAYS BEFORE THE 76TH
EDITION OF THE CANNES FILM FESTIVAL.



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