

PRESS RELEASE

LA RÉSIDENCE DE LA PINÈDE TO JOIN THE COLLECTION OF CHEVAL BLANC MAISONS IN MAY 2019



LVMH Hotel Management is happy to announce that La Résidence de la Pinède will become Cheval Blanc St-Tropez for its reopening in May 2019.

Since its acquisition in 2016 by LVMH Hotel Management, La Résidence de la Pinède has undergone a significant evolution — in its architecture, design, and bespoke services — that made possible joining the collection of Cheval Blanc Maison's and fulfilling a commitment to these values: Creativity, Exclusivity, Savoir Faire, and Art de Recevoir.

Cheval Blanc St-Tropez will become the fourth Cheval Blanc Maison, after Cheval Blanc Courchevel, which opened in 2006; Cheval Blanc Randheli in the Maldives in 2013; and Cheval Blanc St-Barth Isle de France in the Caribbean in 2014.

The Cheval Blanc Maisons invite a selective clientele to discover their exceptional locations, each of which has been chosen for its history, its culture and its surroundings, whether it is in a city of world renown or a preserved landscape far from the beaten path.

Always with elegance — the mark of the art of French hospitality — each Cheval Blanc Maison displays a contemporary and bold style while being in harmony with the cultural and architectural norms of its surroundings.

Cheval Blanc St-Tropez has been designed with the goal of embodying the unique lifestyle of the French Riviera, modern and refined while maintaining the authentic charm and human scale, much like a home to create a sense of intimacy and discretion. Today, Cheval Blanc St-Tropez has been deliberately downsized to welcome guests with 30 rooms and suites, allowing highly personalised services.

Just at a short walk from the famous village's bell tower, the Maison embraces its deep local roots. A native of St-Tropez, the architect Francois Vieillecroze knew to preserve the spirit of this traditional structure, ideally situated next to the Mediterranean and in harmony with its ancient pine grove and inviting beach.

Jean-Michel Wilmotte conceived the interior architecture of Cheval Blanc St-Tropez. He prioritised charm and comfort while respecting the historical integrity of the environment, and at the same time manifested the contemporary design and ease of lifestyle that is the mark of all Cheval Blanc Maisons.

Arnaud Donckele, Chef of La Vague d'Or — awarded three Michelin stars — takes full advantage of the extraordinary bounty of Provence in conceiving his creative and elegant cuisine. Locally sourced meats and vegetables, seafood caught just offshore, wild herbs, and hard-won knowledge of local traditions and recipes results in meals that are not only unforgettable but artful.

The Spa Cheval Blanc offers care and customised services by Guerlain for the guests of Cheval Blanc St-Tropez. The spa has four treatment rooms and the “Orchidée” room for couples. Cheval Blanc St-Tropez will open its doors on May 16, 2019.

ABOUT

Cheval Blanc St-Tropez

Cheval Blanc St-Tropez is a tranquil treasure on the Mediterranean coast.

Walking distance from the centre of St-Tropez, the Maison also offers direct access to the beach, a position that makes it ideal for alternating between the pleasures of the sea and escapades in the heart of the mythic village.

In true Saint-Tropez style, the 30 rooms and suites offer a postcard-worthy view of the sea, of the pine forest or of the famed village of Saint-Tropez. Most rooms feature a terrace or spacious balcony surrounded by the scent of pine trees.

Cheval Blanc St-Tropez hosts two restaurants and one bar for a true gastronomic escape. Chef Arnaud Donckele's cuisine is a colourful, vibrantly whimsical journey through the Mediterranean Sea.

La Vague d'Or awarded three Michelin stars, five toques and a rating of 19/20 by the Gault & Millau, invites guests on a magical journey between land and sea. For a relaxed lunch in front of the water, La Terrasse offers modern, simplistic cuisine with hints of the Mediterranean Sea, highlighting local, seasonal ingredients. With a nautical-inspired décor, Le Bar invites all to a refreshing interlude.

The white sandy beach of Bouillabaisse hosts sixty loungers available for guests, a prime setting for lounging in privacy with views of the Bay of Saint-Tropez. Continually at 30 degrees, the infinity pool extends the sweet sensation of a swim and pleasantly enlivens the Maison. At the end of the beach, boats may dock at the jetty, the departure point for sea excursions and water sports.

In a welcoming atmosphere of serenity, Guerlain has created a wide range of massages and treatments, specially conceived for Spa Cheval Blanc St-Tropez.

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LVMH HOTEL MANAGEMENT

Developed by LVMH Hotel Management, Cheval Blanc is a brand of exceptional Maisons. The first one, Cheval Blanc Courchevel, opened in 2006 in Courchevel, followed by Cheval Blanc Randheli, which opened in the Maldives in autumn 2013. The brand has continued its development with the opening of Cheval Blanc St-Barth Isle de France in the French West Indies in October 2014, Cheval Blanc St-Tropez in 2019 as well as future projects, namely in Bali and within La Samaritaine in Paris. LVMH Hotel Management also runs White 1921 Courchevel and White 1921 Saint-Tropez.

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