

la réserve

HOTEL, SPA AND VILLAS

RAMATUELLE

PRESS KIT

2020



MICHELREYBIER
HOSPITALITY

PALACE

LEADING
HOTELS

A tête-à-tête *with the Mediterranean*



Ramatuelle – on the Saint-Tropez peninsula. Just a few minutes from the legendary village lies a place away from the buzz, far from the crowds and noise. La Réserve Ramatuelle overlooks one of the most beautiful bays on the French Riviera, with a spectacular view over the endless sea, a vast private estate nestled in the Provence garrigue (Mediterranean scrubland), lulled by the sound of cicadas.

A world apart, suspended between sky and sea, fused with an exceptional natural environment.

Disconnect. Reconnect with yourself.

Here, every southern dream comes true according to the whim of the moment...

- At La Réserve Ramatuelle – Hotel and Spa, be it in the 8 rooms and 19 suites, created by architect Jean-Michel Wilmotte;
- Or in one of the 14 villas at La Réserve Ramatuelle - Villas with hotel services, decorated by interior designer, Rémi Tessier.

For all villas, guests can choose between two hotel service options: the Tailor-made offer or the All-inclusive offer, for an exceptional stay.

La Réserve Ramatuelle invites you to recharge your batteries thanks to a secret hideout, an exclusive vision of a sublimely authentic South.



A well-hidden *Paradise*

Breathtaking views, a privileged look-out on the coast, a ribbon of land which stretches lazily towards the skyline. And the Mediterranean as far as the eye can see.

Perched on the scented heights, La Réserve Ramatuelle — Hotel and Spa primarily provides a unique tête-à-tête with nature, to be enjoyed with every sense in heightened mode. With its streamlined aesthetic and spectacular volumes, the building's architecture and interior decoration has been redone by Jean-Michel Wilmotte, to create a delicately perched contemporary vessel overlooking the sea. Amid the chic ambience enhanced by natural materials, the subtle palette of mineral nuances is interpreted across a kaleidoscope of ochre, white and sandy tones, offering a dazzling reflection of southern light.

Thanks to vast picture windows, the frontier between interior and exterior disappears to better emphasize the total osmosis with the environment. All rooms and suites have their own terraces in direct sunlight and ranging in size from 25 to 190 m², some with a private garden fragrant with southern scents. Beyond the terraces, the openings have been designed to allow guests to benefit from every opportunity to admire the view over the Mediterranean, at the end of a corridor, through the bathroom window... Carefully placed windows frame the countryside, like a perpetually changing tableau.

8 rooms - 50 m²
19 suites - 55 to 100 m²

Services included:
mini-bar (alcohol-free drinks, snacks), in-room Nespresso machine, access to the spa, private transport to Saint-Tropez and the beach.

Remote hideaways

The French Riviera in private mode



A property just for you and your loved ones, splendid intimacy interrupted only by the sound of cicadas... Be it for an escapade or for a holiday, the 14 villas for rent at La Réserve Ramatuelle awaken a desire for voluntary exile...

Immense Mediterranean gardens descending towards the pinewoods, a private swimming pool whose azure reflections appear to blend with the blue of the sea and sky, Saint-Tropez style architecture blending with contemporary interior design... A warm, elegant second home, a spirit of “family life” to relax, to breathe, to think of nothing but the joy of being together.

As far as the rest is concerned, hotel services are there to ensure daily comfort. The housekeeper handles everything, from breakfast to shopping and day-to-day organization in accordance with individual wishes. She is backed by the concierge available at any time to map out leisure activities and à la carte services, as well as the in-home chef and the on-demand butler. All are dedicated to fulfilling every desire and to making tailor-made dreams come true, so that their guests can savor the pleasure of experiencing moments of complete and unfettered freedom.

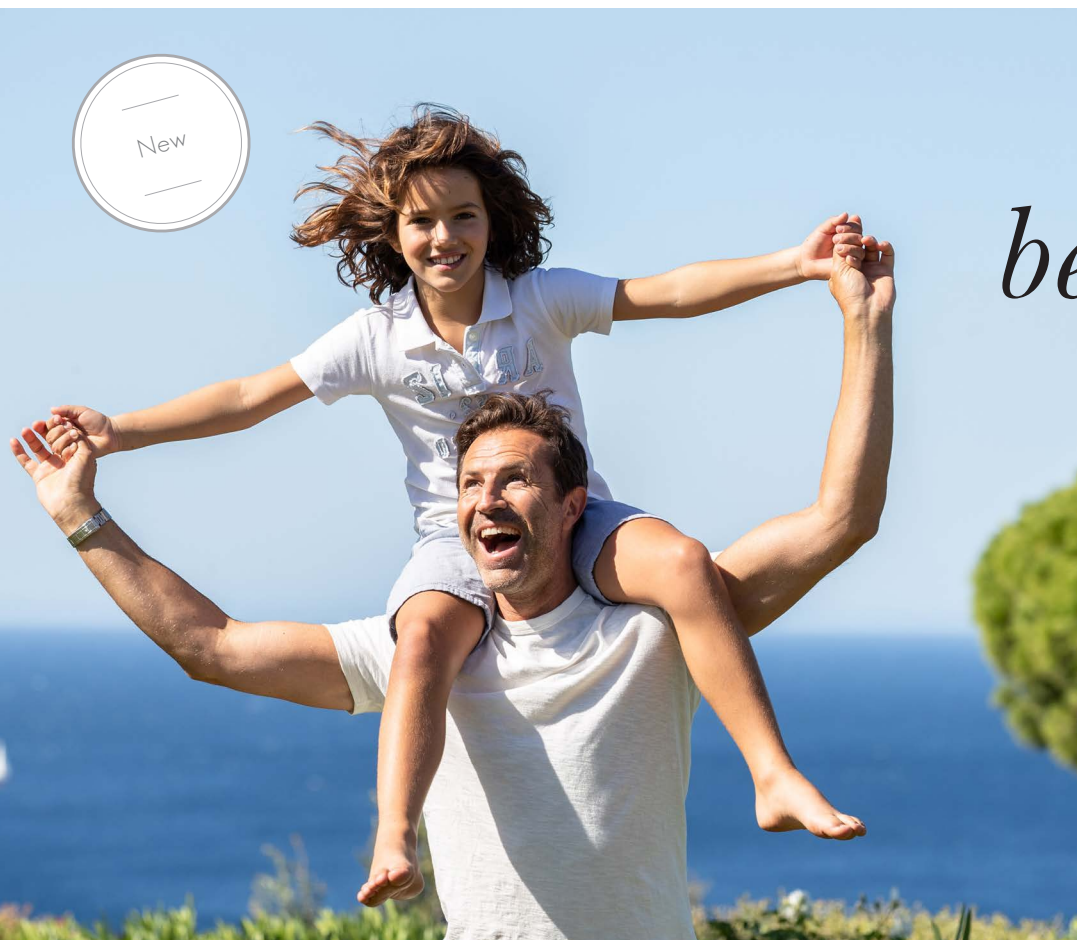
14 VILLAS SET AMIDST THE SPLENDORS OF MEDITERRANEAN NATURE

A far cry from the anonymous standards replicated worldwide, the villas at La Réserve Ramatuelle flaunt an architecture typical of this legendary peninsula that is a unique site around the Mediterranean. Each exudes a subtle, friendly and warm authenticity. Soft terracotta tiles, immaculate white walls, crisp linen and other natural fabrics that dance with light and shade, pure and contemporary furniture lending a modern touch... The atmosphere is filled with the welcoming atmosphere of a true southern family home. A place with a true soul that immediately makes one wish to settle in, kick back and unwind...

A HOUSE ALL TO ONESELF FACING THE SEA

Clinging to the hillside, nestled in large, fragrant private gardens, all the villas look out onto the infinite blue expanses of the Mediterranean. Each has its private heated swimming pool, some of them with a pool house: an azure blue oasis making a striking contrast with the subtle green shades of the umbrella-like stone pines and the silvery leaves of the olive trees. And of course that supreme sense of peacefulness, barely troubled by a playful breeze, that gives one the impression of being in a unique bubble of serenity.

The villas have three to seven spacious rooms ensuring individual comfort and privacy: en suite bathrooms for each room, a fully equipped dressing room... Whether as a family or among friends, this is a place designed for the sheer joy of being together.



Even more
*beautiful
vacations*

*for children...
and their parents*

La Réserve Ramatuelle is setting up a concierge service specially dedicated to children staying in a villa with their parents.



Vacation time is too precious not to take full advantage of every moment. Expert in the art of delighting little ones, the team finds all manner of imaginative means in putting together a schedule of tailor-made activities in the villas, the surrounding area, at sea or on the beach. A guided discovery of the village of Saint-Tropez; a private cooking workshop with a chef; private paddleboard lessons and a picnic on a secret beach; a treasure hunt through the winding Tropezian alleyways; horse riding on the peninsula's trails; a mountain bike ride in the hills of Ramatuelle... Plenty to offer them unforgettable memories! Whether planned before or during the stay, the program is entirely personalized according to the children's tastes and desires. The private villas of La Réserve Ramatuelle thus offer a new way of experiencing summer on the French Riviera in complete freedom thanks to the services of a palace hotel.





Two offers
enabling guests
to focus solely
on their personal
well-being



TAILOR-MADE
FREEDOM IN COMPLETE PRIVACY

The sheer pleasure of freely deciding upon the plan for each day according to your personal wishes and schedules. All essentials are in place for catering to every wish and fulfilling each dream. Guests can savor the pleasure of experiencing moments of rare tranquility, far removed from constraints and well secluded, in entirely private communion with their loved ones. The range of hotel services included in the villa rental may be complemented on a day-to-day basis. All that remains is to write the story of the finest vacation days one could possibly imagine...

ALL-INCLUSIVE
MAKING THE EXTRAORDINARY ORDINARY

No work, no worries, no organizing, no thinking ahead. The ultimate luxury of savoring each passing moment, your mind entirely freed from any material contingencies. Thanks to this exceptional new offer, each new morning brings the promise of absolute relaxation and boundless improvisation. Entirely dedicated to guests at the villa, the butler, housekeeper, chef, sports coach, therapist, chauffeur and security guard take care of everything, day after day. The word "vacation" at last recaptures two of its original Latin meanings – "being free of" and "being empty of" – and thus procures the pure delight of filling this space in time exclusively with wonderful memories.

A GLIMPSE OF
THE SERVICES
COMPOSING THE
TAILOR-MADE
OFFER

- A la Carte breakfast served in the villa
- Personalized service provided by a dedicated housekeeper available 6 hours per day, (breakfast, cleaning and laundry services included)
- Afternoon tea with fresh homemade pastries
- Wine selection
- Grocery delivery
- Concierge service
- Daily newspapers on request
- Access to the spa, the fitness studio, the steam room, the indoor (12m) and the outdoor (30m) heated pools
- Access to our two Michelin star restaurant La Voile, and delivery of your room service requests to your villa
- Complimentary transfers from La Réserve Ramatuelle to Saint-Tropez and beaches including La Réserve à la Plage, upon request and depending on availability

A GLIMPSE OF
THE SERVICES
COMPOSING THE
ALL-INCLUSIVE
OFFER

- A la Carte breakfast served in the villa
- Personalized service provided by a dedicated housekeeper available 6 hours per day, (breakfast, cleaning and laundry services included)
- Personalized butler service available 8 hours a day
- Private chef in your villa 8 hours a day
- Private car & driver at your disposal 8 hours per day
- Private buggy to use around the resort
- Two-hour spa treatment with a therapist or exercise with a coach daily
- A security guard from 8 pm to 8 am
- Groceries, fruit and vegetable basket and soft drinks awaiting you upon your arrival in your villa
- Afternoon tea with fresh homemade pastries
- Wine cellar with a selection of 24 bottles recommended by our sommelier
- Grocery delivery
- Concierge service
- Access to the spa, the fitness studio, the steam room, the indoor (12m) and the outdoor (30m) heated pools
- Access to our two Michelin star restaurant La Voile, and delivery of your room service requests to your villa
- Complimentary transfers from La Réserve Ramatuelle to Saint-Tropez and beaches including La Réserve à la Plage, upon request and depending on availability

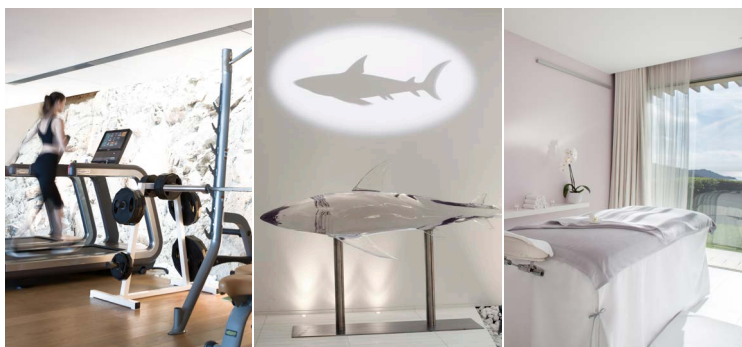




Intimate, refined, opening onto the exterior, bathed in natural light

The Spa La Réserve Ramatuelle has everything it takes to disconnect from the fast pace of modern life.

In this world apart, whiteness and transparency foreshadow the serenity and refocusing which awaits those who feel the need for a change of pace.



The exceptional environment of La Réserve Spa Ramatuelle promotes a profound and sometimes long-forgotten sense of well-being. The sight of the sea, the soft breezes of the South, the surreal beauty of the location, the omnipresence of surrounding nature: all the essential elements are united to enable you to savor an almost organic form of happiness, and to feel yourself in entirely in tune with the world. Another world... Allow yourself to drift away on a tide of sensations and to be revitalized from within, gently and at your own pace. As you revel in the pleasure of at last fully experiencing the moment in hand, you are in fact preparing for the future.

Whether you wish to simply let yourself go and experience deep relaxation, recapture a slender, toned figure, or recover your natural dynamism, La Réserve Spa Ramatuelle invites you to discover a selection of treatments and programs stemming from the latest advances in the field of health, fitness and aesthetics, all dispensed by our multi-disciplinary team of therapists.

A la carte :

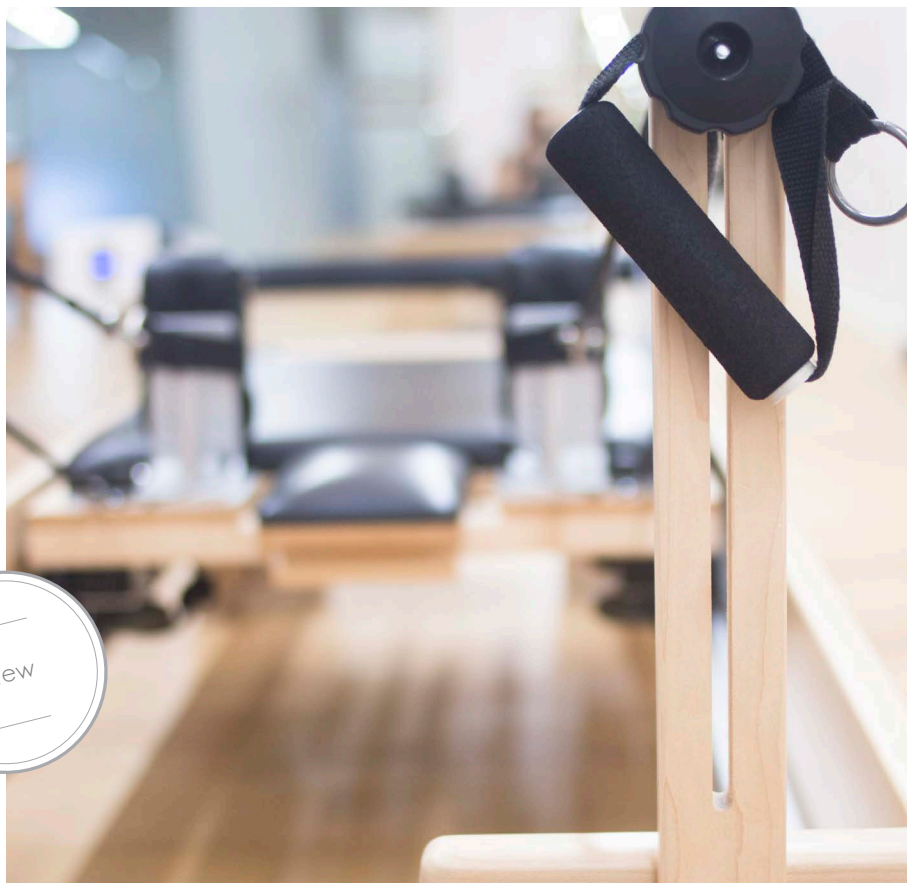
3 Nescens programs:

- Nescens Boot Camp
- Nescens Bootcamper Experience
- Mind and Body Nescens Retreat

1 000 m2, 11 treatment rooms

- Indoor heated pool (12m) with jet lane
- Outdoor pool (30m)

Pilates classes in a private studio



A comprehensive method for strengthening the deep muscles that define posture, Pilates is ideal for improving awareness of one's body, strength and limitations, and for making better use of them. In 2020, the Spa at La Réserve Ramatuelle is introducing Pilates sessions in a private studio designed to ensure maximum benefit in complete privacy. Passionate enthusiasts well-trained in the technique created by Joseph Pilates in New York in 1920, the coaches now work with the the Align-Pilates® Reformer Demi Cadillac to optimize its effects. The work is organized around six fundamental principles:

- Lateral thoracic breathing to make better use of the lungs.
- Concentration, to ensure optimal quality of the exercises thanks to awareness of each movement and its execution.
- Centering, which bases all movements on the abdominal wall, the body's energy core.
- Control, which combines breath and mind to control and feel every posture, every gesture in full consciousness.
- The flow of each movement, always carried out in a smooth and graceful manner so as to bring the expected balance and harmony.
- Precision, which is more about perfect quality of execution than the quantity of exercises. The moves must be carefully calculated so as to have a real impact on the muscles.

Pilates Reformer 50 min: Solo 170 € - Duo 220 €



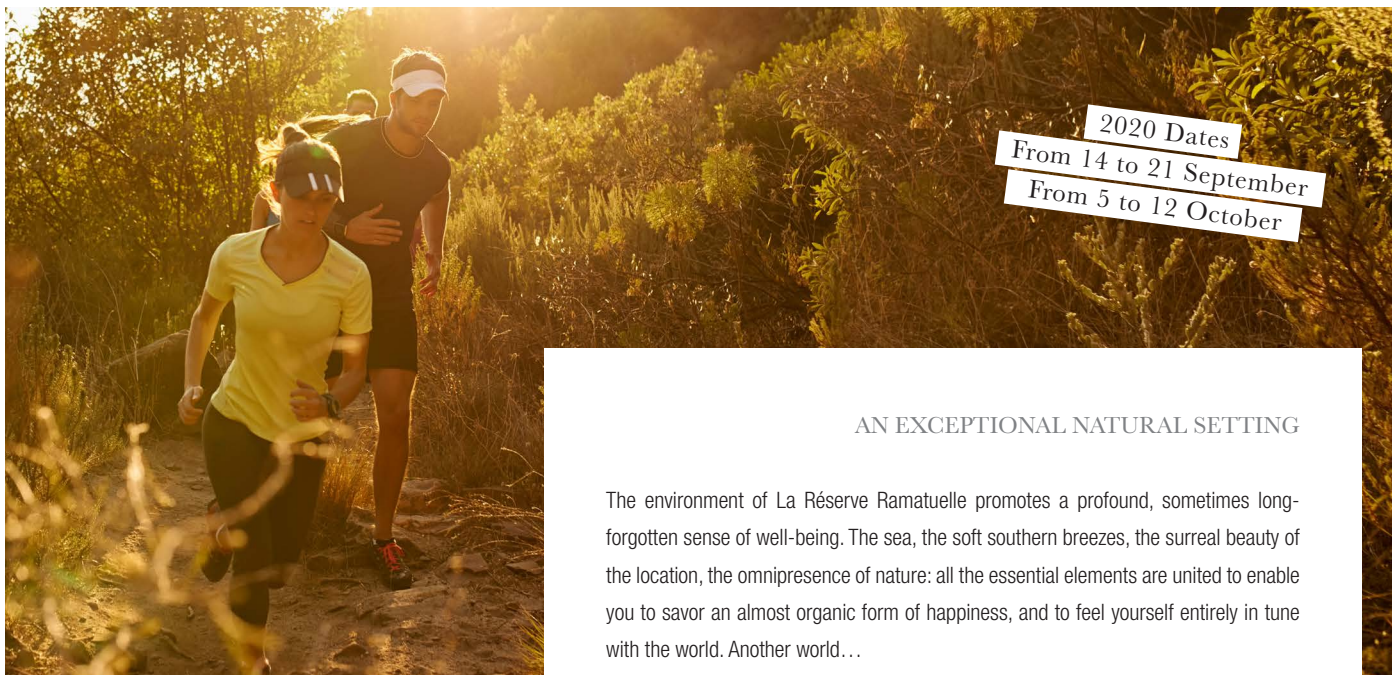
Nescens better-aging programs

PRESERVING
YOUTHFULNESS:
BOTH SCIENCE AND ART

The unique expertise and the tried and tested know-how of La Réserve in the field of better-aging lie in subtly combining an art of living focused on pleasure with the latest scientific breakthroughs in the field of anti-aging. That is why the Spa La Réserve Ramatuelle has decided to base its programs on the medical expertise of the Nescens brand and the Anti-Aging Centre at the Clinique de Genolier.

At the Spa La Réserve Ramatuelle, the multi-disciplinary team offers you three better-aging programs. Whatever your goal, be it slimming, toning or well-being, these three programs offer a global approach combining spa treatments, exercise and tailored, balanced meals. During three to six days for optimal effectiveness, you benefit from a fully personalized program and enjoy learning how to handle your figure and/or your stress levels. These are essential stages in preserving your youthfulness.

Lunches and dinners are served in the establishment's La Voile restaurant, where the chef Eric Canino interprets Mediterranean flavors through light, finely balanced cuisine. Better-aging nutrition enables you to achieve lasting, frustration-free slimness, to focus on foods with a positive impact on stress mediators, or simply learn to eat better while safeguarding the pleasures of good living. Note that most of the fruit and vegetables come directly from the culinary garden of La Réserve Ramatuelle.



Nescens Bootcamper Experience

For a chance to let go and get back in shape, we offer a new Boot Camp in a maximum group of five. Based on Nescens medical expertise, you are cared for through a holistic and personalized approach. Your daily schedule features effective synergies between exercise, treatments and nutrition.

Price for full board excluding beverages and including accommodation - From 6 days / 7 nights
For one person in a single room 7 800 euros
For two people in a double room 11 100 euros

AN EXCEPTIONAL NATURAL SETTING

The environment of La Réserve Ramatuelle promotes a profound, sometimes long-forgotten sense of well-being. The sea, the soft southern breezes, the surreal beauty of the location, the omnipresence of nature: all the essential elements are united to enable you to savor an almost organic form of happiness, and to feel yourself entirely in tune with the world. Another world...

A GROUP PROGRAM COMBINING NORDIC WALKING, NUTRITION AND SPA TREATMENTS

Amid exceptionally beautiful scenery, the Nescens Bootcamper Experience offers a global program combining Nordic Walking, spa treatments and the benefits of a nutritional program based on well-balanced menus composed by our Michelin two-starred Chef, tailored to your needs and tastes.

A PERSONALIZED PROGRAM THANKS TO A HEALTH ASSESSMENT

An evaluation to assess your physical fitness and bone&joint health, along with a nutritional assessment, are carried out by our medical adviser at the beginning of the stay in order to map out a personalized program suited to your objective. This guarantees a successful Boot Camp combining self-surpassing with pleasure and health.

A TYPICAL NESSENS BOOTCAMPER EXPERIENCE DAY

- Group muscle awakening session
- Balanced breakfast tailored to the subsequent effort
- Three-hour group walk with a sports coach in the hinterland or along the coastal path.
Several 10 to 20-kilometer options with varying degrees of difficulty
- Cryotherapy session to facilitate muscular recovery (on alternate day)
- Personalized dietetic lunch at La Voile restaurant
- Relaxing break under a sunshade by the pool or on the terrace of your room
- Spa treatment program: balneotherapy, wrap, better-aging body massage, etc.
- Personalized dietetic dinner at La Voile restaurant



*Want to boost your fitness
and challenge yourself?*

Nescens Boot Camp

Price for full board excluding beverages and including
accommodation for one person in a single room

3 days / 4 nights: From 4 900 euros

6 days / 7 nights: From 8 800 euros

Price for full board excluding beverages and including
accommodation for two people in a double room

3 days / 4 nights: From 7 000 euros

6 days / 7 nights: From 12 700 euros



From April to October,
excluding July and August - Dates on request
Nescens Boot Camps can be extended
for longer periods - Prices on request.

AN EXCEPTIONAL NATURAL SETTING

The environment of La Réserve Ramatuelle promotes a profound, sometimes long-forgotten sense of well-being. The sight of the sea, the soft southern breezes, the surreal beauty of the location, the omnipresence of nature: all the essential elements are united to enable you to savor an almost organic form of happiness, and to feel yourself entirely in tune with the world. Another world...

AN INDIVIDUAL PROGRAM COMBINING NORDIC WALKING, NUTRITION AND SPA TREATMENTS

Amid exceptionally beautiful scenery, the Nescens Boot Camp offers a global program combining Nordic Walking, spa treatments and the benefits of light and well-balanced Mediterranean cuisine, interpreted by our Michelin two-starred Chef.

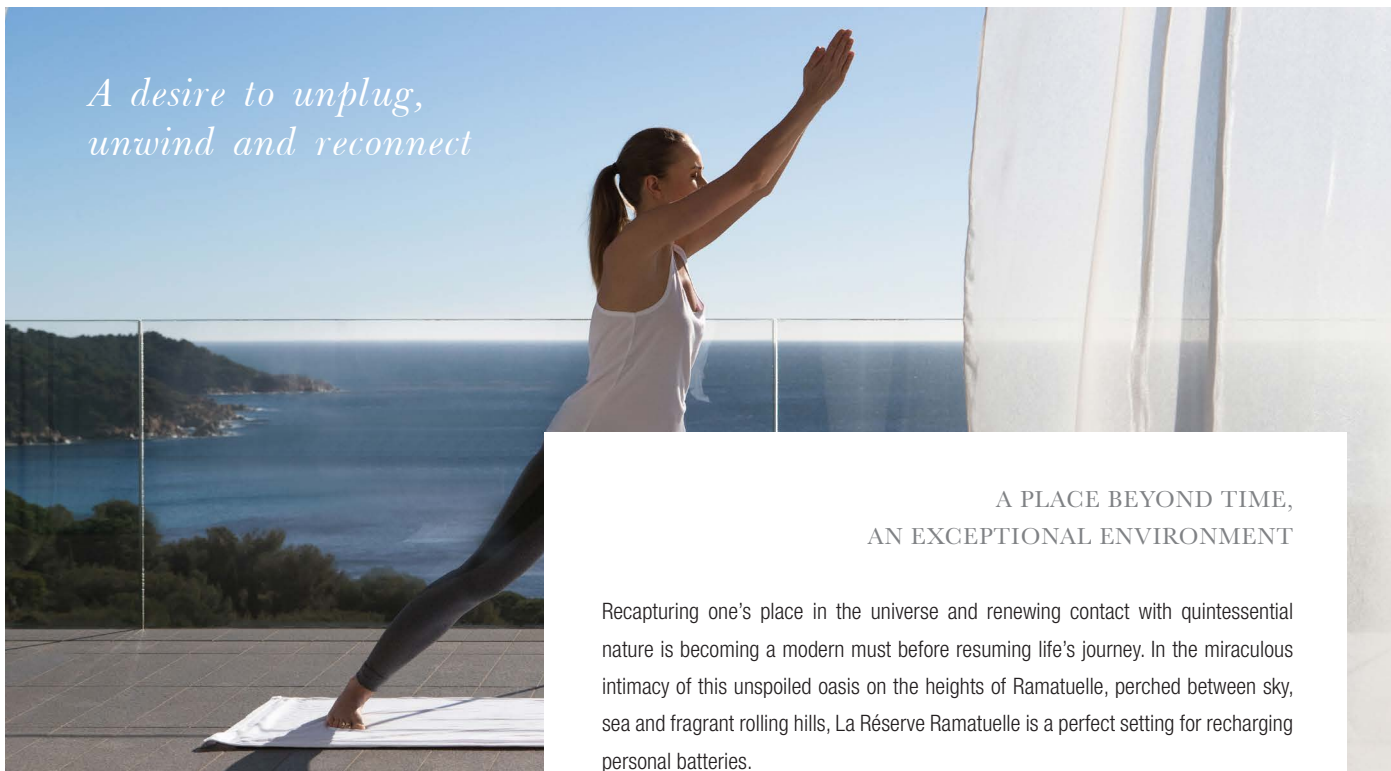
A PERSONALIZED PROGRAM THANKS TO A HEALTH ASSESSMENT

An evaluation to assess your physical fitness and bone&joint health, along with a nutritional assessment, are carried out by our medical adviser at the beginning of the stay in order to map out a personalized program suited to your objective.

A TYPICAL BOOT CAMP DAY

- Personalized muscle awakening session
- Balanced breakfast tailored to the subsequent effort
- Three-hour walk with a sports coach in the hinterland or along the coastal path.
Several 10 to 20-kilometer options with varying degrees of difficulty
- Cryotherapy session to facilitate muscular recovery (on alternate days)
- Personalized better-aging lunch at La Voile restaurant
- Relaxing break under a sunshade by the pool or on the terrace of your room
- Spa treatment program: balneotherapy, wrap, better-aging body massage, etc.
- Personalized better-aging dinner at La Voile restaurant

*A desire to unplug,
unwind and reconnect*



A PLACE BEYOND TIME, AN EXCEPTIONAL ENVIRONMENT

Recapturing one's place in the universe and renewing contact with quintessential nature is becoming a modern must before resuming life's journey. In the miraculous intimacy of this unspoiled oasis on the heights of Ramatuelle, perched between sky, sea and fragrant rolling hills, La Réserve Ramatuelle is a perfect setting for recharging personal batteries.

AN INVITATION TO RECONNECT WITH YOURSELF

A global approach harnessing synergies involving every dimension of personal well-being, the Mind and Body Nescens Retreat offers you a complete reconnection with self and with the natural elements. On the first day, an individual evaluation with the Spa osteopath and the yoga instructor enables you to define your needs and fine-tune a personalized experience. The program then includes customized yoga, Pilates or stretching sessions, nature hikes accompanied by a coach to get your fill of fresh air, as well as relaxing Spa treatments. Finally, well-balanced menus are specially composed according to individual tastes, aimed at eliminating stimulants and emphasizing foods with a positive impact on stress mediators. Mealtimes are always a pleasurable moment thanks to the Mediterranean cuisine of our Michelin two-starred Chef. Your holistic and revitalizing retreat invites you to let yourself go in order to renew strong ties between body and mind, and gives you a fresh lease on life. Day by day, our team of experts accompany your stay, holding the promise of an authentic transformation.

Price for full board excluding beverages and including
accommodation for one person in a single room

3 days / 4 nights: From 4 900 €

6 days / 7 nights: From 8 800 €

Price for full board excluding beverages and including
accommodation for two people in a double room

3 days / 4 nights: From 7 000 €

6 days / 7 nights: From 12 700 €



A TYPICAL DAY IN A 6-DAY PROGRAM

- 1 yoga session
- 1 Pilates session
- Two-hour walk providing plenty of fresh air (on alternate days)
- 2 spa treatments: better-aging massage, relaxing massage, hydrotherapy treatment, scrub, Nescens facial
- 3 personalized healthy meals meticulously prepared according to your specific requirements or food intolerances.

WITH ITS TWO MICHELIN STARS,

La Voile flies the flag of excellence

DELICIOUS CUISINE WITH THE GOOD TASTE TO DO YOU GOOD

In awarding a second star to the restaurant La Voile, the Michelin Guide is rewarding the passion and rigorous discipline of Eric Canino, who has consistently displayed virtuoso skills in interpreting Southern flavors since the opening of La Réserve Ramatuelle. Profoundly attached to a well-balanced diet, he has always made a bold gamble on top-flight and resolutely light gourmet cuisine. Drawing upon the abundant treasures of an inherently generous terroir, he applies his talent to rejuvenating a classic Provençal repertoire based on high-quality, superlative fresh produce. Yet his real accomplishment lies in crafting an inventive menu that succeeds in reconciling palate-pampering flavors with nutritional excellence. This magnificently delicate recipes elegantly tickle the taste buds while ensuring a guilt-free gastronomic experience. The ever-refined dishes offer an epicurean Mediterranean cuisine procuring delicious sensations to which one could easily become accustomed...



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Light, nature, the sea...

At La Réserve Ramatuelle, the epitome of an exclusive hotel, the culinary offering reflects the prevailing rule of refinement, highlighting vegetables, thyme and rosemary from the kitchen garden, olive oil and organic products, all expressed through light and lively recipes... Executive Chef Eric Canino is a true artist with a golden touch!

”

Michelin Guide inspectors

AN ELEGANT TAKE ON MEDITERRANEAN CUISINE

Bread and pastries home-made every morning from organic flour; organic olive oil from the Manosque area, one of the five best in the world; fruit and vegetables naturally cultivated near Cogolin; locally caught fish; produce from the La Réserve vegetable garden... Without compromising on excellence, Eric Canino calls on local artisans and producers chosen to transform exceptional raw materials into unforgettable taste sensations. Alongside his iconic "All-vegetable" menu, the chef has

fun interpreting the ideal vegetable for each meat or fish: pepper expressed in three different ways, ravioli, piperade and risotto for St Pierre fish (John Dory); a variation on potatoes for monkfish candied like a bourride; eggplant chorus for lamb; artichoke trio... Meanwhile, desserts feature low sugar content designed to enhance the taste of the fruit.

A RESTAURANT IN TUNE WITH ITS MAGICAL SETTING

The exceptional environment of La Réserve Ramatuelle directly inspires Eric Canino's choices and his cuisine reflects the extraordinary generosity of the unspoiled surroundings. It embodies gastronomy in tune with the times, bold enough to shake up the classics and embody the modernity of an iconic establishment on the Saint-Tropez peninsula. Open from April through October, the restaurant overlooks the sea with stunning views stretching to infinity, to be savored morning, noon and evening: breakfast on the terrace in front of the unreal colors of the sunrise that sets the sky ablaze; lunch in the shade on the patio; a gourmet dinner facing the blue horizon as far as the eye can see. With its two Michelin stars, La Voile has established itself as one of the most coveted hot spots on the French Riviera.



Cultivating *natural* excellence

On this peninsula far from urban pollution, the subtle alchemist's blend of air, water and earth provides a perfect terroir for growing typical Mediterranean fruit and vegetables. Eric Canino naturally seized this opportunity to create his dream kitchen garden.

Careful husbandry, seeds directly sourced from small Italian producers, home-made compost and home-grown seedlings, as well as daily care, all combine to make the kitchen garden of La Réserve Ramatuelle an inestimably precious reserve of flavors.

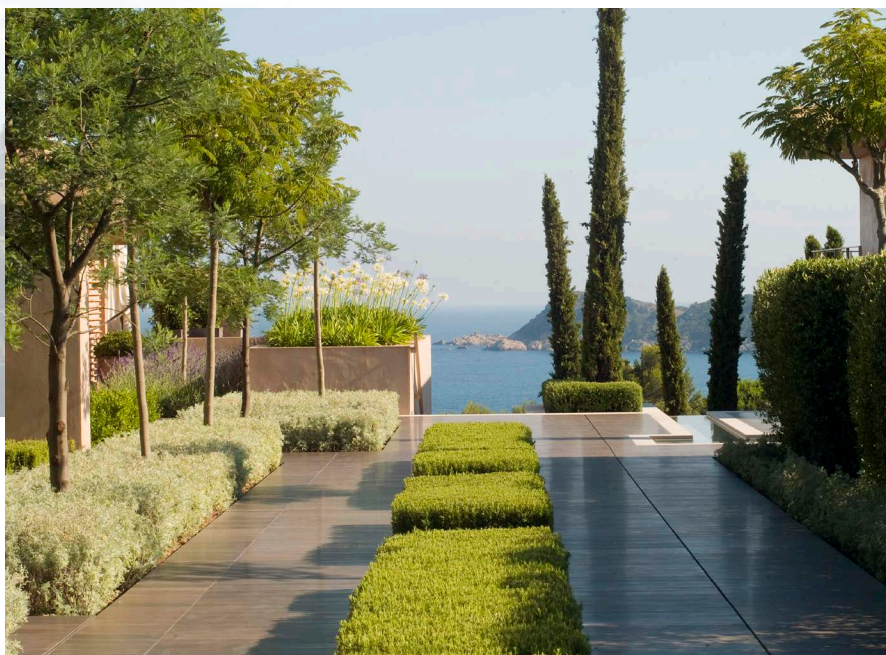
The chef's produce-filled baskets include 12 varieties of equally fleshy and luscious tomatoes, 'violin' or 'trumpet' zucchinis, white, purple and black eggplants, along with broad beans, peas, runner beans, red, green and yellow bell pepper – all growing alongside aromatic herbs ready to provide a subtle accompaniment: mint, summer savory, oregano, verbena, sweet basil, Madagascar lemongrass, marjoram...

Various types of fruit also flourish on this sundrenched land that gives them such intense flavors: strawberries, raspberries, blackberries and redcurrants, as well as

orchards brimming with cherries, peaches, plums, apricots. Fruit-lovers can even climb up and enjoy them directly on the tree – where they naturally taste even better.

This determination to recapture the authenticity and the diversity of flavors is delightfully echoed in the resulting dishes. The close proximity between the garden and the restaurant kitchens ensures incomparable freshness. Each cut, each association, as well as each cooking method and timing is designed to highlight the vegetables and orchard fruit in a delightfully simple way. And Eric Canino takes great pleasure and passionate pride in showing guests the areas where the produce is grown and inviting them to sample it.

Although the orchard is located outside the grounds of La Réserve Ramatuelle, guests enjoy access to it.



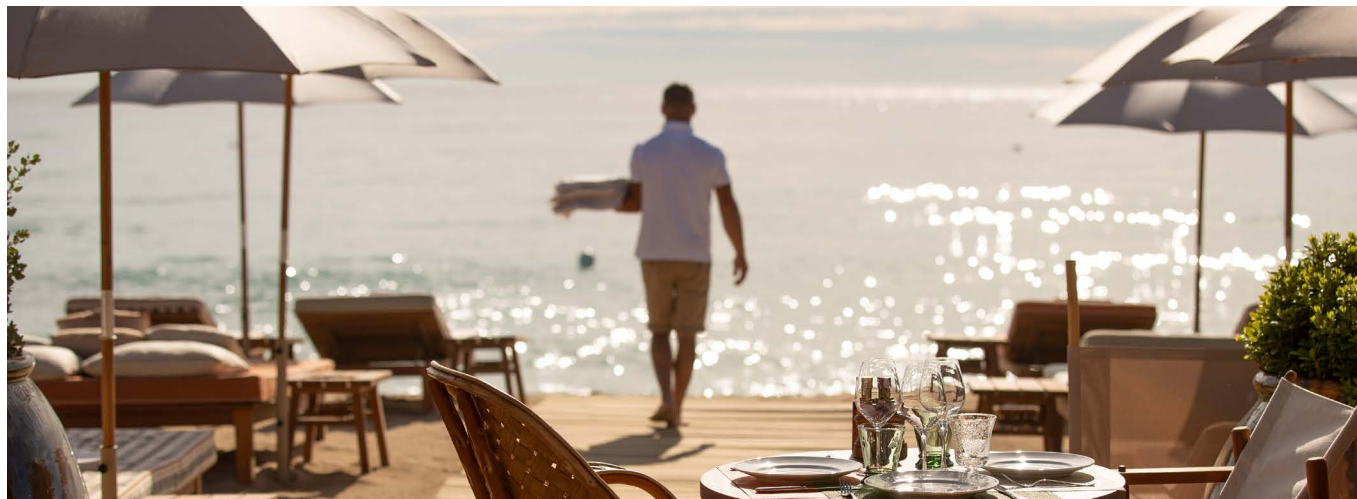
A fusion of extremes

The generosity of plantlife, the purity of minerals

In Provence, nature expresses itself with entirely southern exuberance. There was never any question of curbing the wild, scented and colorful exuberance that endows it with such exceptional charm. All that landscape designers had to do was tame it so that the grounds could fully express their strength of character.

A visual shock... The initial glimpse of the location of La Réserve Ramatuelle is always a surprise – the kind that makes your heart beat faster. Firstly, the view over the sea, that magnetic blue horizon which catches and holds the gaze. An immense area blessed by nature, extending over a gentle slope from the top of a promontory right down to the sea below, the estate conceals all the emblematic treasures of the South in its pristine state, 100 and 200 year-old olive trees, majestic cypresses, orange groves... The grounds also have what it takes to delight one's sense of smell with myrtle and rosemary bushes and bay trees, creating a garden filled with the wonderful scents of Provence.

Nestling in this luxuriant vegetation making them almost invisible from the sea, the hotel and villas blend gently into the landscape in neutral monochromatic, ochre or terracotta harmony. The hotel grounds extend the contemporary spirit of the building, with large minimalist volumes entirely attuned to its streamlined style. The wooden decks and terraces ensure a seamless transition into mineral-type materials featuring a pared-down contemporary aesthetic offering a striking contrast: stone floors, braided rugs (Paola Lenti, Tai Ping), curtains made of linen or cotton (Marc Geisen, Kieffer...), minimalist furniture (Hans J. Wegner, Finn Juhl, Moroso, Flexform, Poltrona Frau, B&B, Roda)...



The chic Pampelonne stopover

On the most iconic beach of the Saint-Tropez peninsula, Michel Reyber – founder of the La Réserve establishments – has created La Réserve à la Plage, in cooperation with designer Philippe Starck. The original spirit of Saint-Tropez is found at La Réserve à la Plage.

“

La Réserve à la Plage is a place of elegance flowing from the sheer charm of life, from the best that humankind can offer us.

Dreams and desires, as well as memories of those happy days spent sleeping in the shade of reed screening, watching the boats pass by and laughing with friends.

It is a place of extreme quality stemming from a unique, personal and timeless creative intent.

La Réserve à la Plage is a return to the light and whimsical original spirit of Saint-Tropez, where anything is possible.

La Réserve à la Plage is a future classic.

”

Philippe Starck



THE RELAXED VIBE OF A CHARMING CABANA

On Pampelonne beach entirely redesigned to recapture its forgotten wild beauty, La Réserve à la Plage echoes these exceptional natural surroundings. Bar, restaurant, beach shop and sunbathing from morning to night... Michel Reyber wanted a charming, friendly place with a family atmosphere, a far cry from fleeting trends and attuned to his values of authenticity.

Amid this chic bohemian atmosphere, a few surprising details recall the heady pop-art vibe of the original Tropezian myth. This place is a veritable invitation to dream: filled with desires, memories and objects left behind by all the people who have experienced joyful beach time moments. Bright colors accentuate the purity of the natural materials in these surroundings filled with warmth, light, smiles, love, stories... and the story of La Réserve.

SUNNY LUNCHTIME FLAVORS

Designed by Eric Canino, Executive Chef of the two Michelin star restaurant La Voile at La Réserve Ramatuelle, with the help of Nicolas Cantrel, chef of La Réserve à la Plage, the menu celebrates generous and fragrant Mediterranean cuisine with its ethos of sharing and freshness. The wood-fired barbecue turns the spotlight on beautiful pieces of meat and freshly caught grilled fish, accompanied by vegetables enhanced with local aromatic herbs, some of them straight from the hotel's vegetable garden.

A chance to transition seamlessly – and barefoot – from warm sand to patina parquet flooring in order to share a few tapas or a friendly lunch facing stunning views sums up a particularly beautiful vision of summer happiness.

At the end of the day, the atmosphere turns more festive, with music and champagne to savor the gentle mood of the moment, feet in the sand, head in the stars, eyes gazing across countless shades of blue... An ideal stopover before moving on to the hectic Saint-Tropez nightlife.

LA RÉSERVE À LA PLAGE : Booking +33 (0)4 94 96 39 88 - info@lareserve-plage.com

Open to all, from June to mid-October. From Monday to Sunday from 10am to 7:30pm - Restaurant open from 12pm to 5pm, may be privatized in the evening on request.



“

Michel Reybier Hospitality.
A whole way of life composed of extreme elegance and complete simplicity. Hotels, restaurants, spas... a subtly different approach to service, quality and the relationship with each guest. A close circle of initiates who share more than values, but rather a whole vision of living.

”



LA RÉSERVE

Rethinking Luxury

LA RÉSERVE PARIS

Hotel and Spa

Facing the Élysée Presidential Palace Gardens

French chic: classic yet not classical. The utterly Parisian elegance of a typically Haussmann-style classic urban mansion, featuring interior design by Jacques Garcia and offering 25 suites, 15 rooms of at least 40 m² each, homemade cuisine, a spa with an 16 m indoor pool and a private library. Desirable and intimist.

La Réserve Paris - Hotel and Spa
42 Avenue Gabriel - 75008 Paris - France

LA RÉSERVE PARIS

Apartments

Facing the Eiffel Tower

An intimate refuge amid the urban jungle. Located on the Place du Trocadéro, 10 apartments with interior design by Rémi Tessier, rare spaces ranging from 140 à 300 m², with hotel service on request: concierge, housekeeper, valet driver, in-house chef... Legendary Paris.

La Réserve Paris - Apartments
10 Place de la Trocadéro / 3 Avenue d'Eylau - 75116 Paris - France

LA RÉSERVE GENÈVE

Hotel, Spa and Villa

Facing the Mont Blanc and Lake Geneva

An exclusive location removed from the hustle and bustle of the city, nestled in the secret of 10-acre grounds. A city resort with a décor inspired by an African lodge and designed by Jacques Garcia, comprising 81 rooms, 21 suites, a villa by the lake, five restaurants and a 2500 m² spa. The ultimate in peace and tranquility.

La Réserve Genève - Hotel, Spa and Villa
301 Route de Lausanne - 1293 Bellevue - Switzerland

LA RÉSERVE EDEN AU LAC ZÜRICH

An imaginary lakeside yacht club

Unique and elegant, the legendary hotel will be reborn in 2020, thanks to Philippe Starck's creativity and La Réserve's vision of excellence. The 40 rooms and suites, the restaurant and bar: everything has been redesigned to offer guests a refined and timeless experience.

La Réserve Eden au Lac Zurich
Utoquai 45, 8008 Zürich - Switzerland
www.lareserve-zurich.com



PRESS CONTACT . LAURA MALVAUD - DIRECTOR OF PUBLIC RELATIONS FRANCE - MICHEL REYBIER HOSPITALITY

T. +33 (0)1 58 36 60 12 - LMALVAUD@MICHELREYBIER.COM