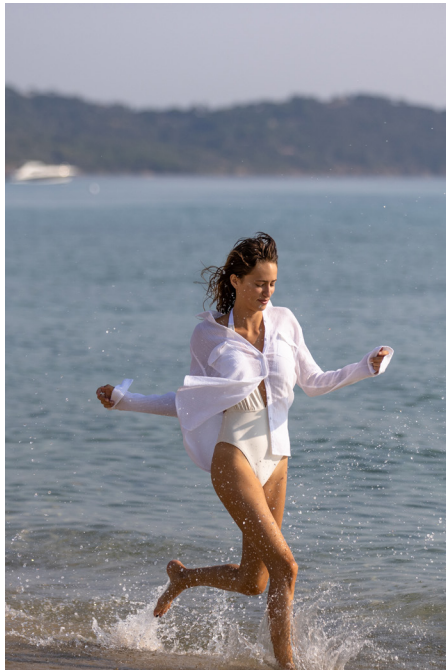


LA RÉSERVE À LA PLAGE

A chic Pampelonne stopover

*On the most iconic beach of the Saint-Tropez peninsula,
Michel Reybier – founder of the La Réserve establishments – has created
La Réserve à la Plage in cooperation with designer Philippe Starck.
From May 5th 2022, guests reconnect with the original spirit of Saint-Tropez at
La Réserve à la Plage. www.lareserve-plage.com*



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 Reybier wanted a charming, friendly place with a family atmosphere, a far cry from fleeting trends and attuned to his values of authenticity.

la réserve
HOTEL, SPA AND VILLAS
RAMATUELLE

THE RELAXED VIBE OF A CHARMING CABANA

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 FLAVORS

Designed by Eric Canino, Executive Chef of the two Michelin stars La Voile restaurant 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. More festive atmosphere at the end of the day, with music and champagne to savour the gentle mood of the moment. And from June 15th, every Wednesday evening, grill at the Brasero for a dinner with your feet in the sand.

MICHEL REYBIER HOSPITALITY

For more than 20 years, Michel Reybier has been blazing the trail for a singular, highly contemporary vision of luxury and hospitality. Each of the Michel Reybier Hospitality destinations upholds his cherished values of excellence, authenticity and simplicity.

Whether in a hotel, a villa or a private apartment, in the mountains or by the sea, in the countryside, in the heart of the vineyards or in the city... A sole requirement: namely exceptional places that throb with a distinctive emotion. A sole ambition: to share a refined art of living, dedicated above all else to our guests' well-being and pleasure. This holistic approach is based on unforgettable experiences, where sport, food, wellness and passion form an inseparable whole. This approach is supported by the medical expertise of Nescens, whose ultimate goal is to ensure people live better, healthier lives for as long as possible. The promise of instilling meaning into each and every moment.

www.michelreybierhospitality.com

ABOUT PHILIPPE STARCK

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of "democratic design".

By employing his prolific work across all domains, from everyday products (furniture, a citrus-squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene. Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in "middles of nowhere".

www.starck.com / Facebook @StarckOfficial / Instagram @Starck

LA RÉSERVE À LA PLAGE

Route de l'Épi · Pampelonne · 83350 Ramatuelle · France

Open to all, from May 5th to mid-October

Beach open daily from 10am to 7:30pm

Restaurant open from 12pm to 4:30 pm and from 5pm in July and August.

Brasero dinner every Wednesday night from June 15th

to August 17th, may be privatized in the evening on request

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