



CHEVAL BLANC

ST-TROPEZ





A Tropezian Cheval Blanc

The fourth resort under the Cheval Blanc brand, Cheval Blanc St-Tropez distills the pleasures of the French Riviera; an oasis of tranquillity and one of the true gems of the Mediterranean. Drawing on the legacy of the Résidence de la Pinède, Cheval Blanc St-Tropez combines the atmosphere of its ancient pine grove, the Art de Recevoir, a refined sense of detail, and bespoke service. The resort has preserved the spirit of the original and infused itself with the same demanding ethos and air of discrete elegance. The blue horizon and sand beach are within view – attention to detail is omnipresent. The newly designed interiors are constructed from natural elements like wood and stone, bathed in the unique Mediterranean light that amplifies the palette of luminous whites and crisp, modern blues. The esteemed Vague d'Or, which under the guidance of the Chef Arnaud Donckele holds three Michelin stars, will also be showing off its beautifully reimaged interior.

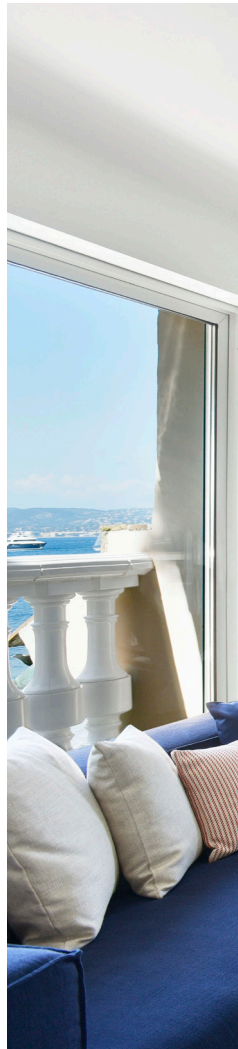
The Spa Cheval Blanc by Guerlain is a peaceful and spacious haven, devoted to well-being, ease and sport.

Between land and sea, spa and sail, ancient pine grove and Mediterranean horizon, Cheval Blanc St-Tropez retains its intimate family spirit while bringing to life the legendary wonder of a Mediterranean journey.



Shades of... blue

An intense blue is the distinctive shade of Cheval Blanc St-Tropez. Azure shades used in the design echo the Mediterranean horizon. Even better, this palette highlights every nuance. The architect Jean-Michel Wilmotte has found ways to accentuate the iconic creations of the ceramic artist Roger Capron, whose works anchor the décor in a palette of luminous white and intense blue. The furniture, artworks and fabrics are all orchestrated to harmonize with the blue of the sea and the sparkling light of the French Riviera.







Contemporary... perspectives

The architect François Vieillecroze, a native of tropezian who has guided previous reworkings of the Maison's exterior, has dressed Cheval Blanc St-Tropez in fresh appearance, taking full advantage of his knowledge of the site and his deep roots in Provence.

A tireless collector, Jean-Michel Wilmotte redesigned the interiors with careful attention to detail and comfort to give a breath of fresh air to the venerable resort. Opened up, the interiors shift with the rhythm of the changing light, which passes effortlessly through the newly diaphanous design. Thanks to the collaboration of these two architects, the essence and character of the Maison has been preserved while being modernized in a timeless way.



The eye... of Roger Capron

The ceramic artist Roger Capron has left an indelible mark on the spirit of Cheval Blanc St-Tropez. In the Résidence de la Pinède, Capron's columns for the central staircase and an immense fresco were given pride of place; in the new design scheme, Jean-Michel Wilmotte has given Capron an even more central role – his coffee tables, sculptures and drawings are at the heart of the architectural theme. In preserving the original spirit of place, the redesigned spaces of the resort are a living homage to this 20th-century Mediterranean master.



The Mediterranean... element

The Mediterranean has a timeless presence, underlying every gesture and feeling. Its power highlights each aspect around it: the pine grove and the view beyond, the wind and the radiant blue sky, the sun and shadows. Cheval Blanc St-Tropez is a part of the seamless whole here, a symphony of elements conducted with care and strength. Its placement in the shade and shelter of the ancient pine grove, unsurpassed in Saint-Tropez, puts in dialogue each changing moment of the day. The regal canopy of the grove is a balm against the cares of the world, framing the view of the vast sea and thus revealing its splendour.





The scent... of summer

Riviera Chic, the perfume created by Thierry Wasser – the celebrated nose of Guerlain – captures the spirit of the place and the season. Like the coastal breeze, it carries notes both fresh and sharp, redolent with fig and citrus and bearing the sweet embrace of the Mediterranean sun. Woody notes distil the essence of the pine grove, while hints of jasmine and a light sea breeze evoke the softness of dusk.





Natural elements

The raw materials used by the architects play a central role in connecting the place to its surroundings. Wood, stone and glass reflect the link between the pine grove and the blue horizon, filtering the light like a protective shade. The texture of the wood mimics the seductive pull of the sand, as if shaped by the tides. Trellises of sandblasted oak and the frosted glass partitions create a sense of intimacy while inviting the radiance of the sun to shine inside.



Fresh... flavours

The cuisine of the chef Arnaud Donckele, honoured with three stars by Michelin, brims with local, seasonal ingredients and products created by those with a passion for quality. The elements of Provence – land, sea, wind and stone – express a veritable artist's landscape on each plate. Between sea and land, the chef explores, harvests, and transcends tastes with humility and passion. Provence, with its extraordinarily diverse terrain, becomes his palette, infinite with colour, texture, and possibility. Each day, Arnaud gathers scents and flavours from his surroundings to create a unique moment on each plate, and dining memories that will endure.







A moment... in time

Just past a glass staircase, the Spa Cheval Blanc by Guerlain is a peaceful and spacious haven, devoted to well-being and relaxation. A space outside of time, the world here seems to naturally radiate a healthy glow. Adorned in shades of sand, light wood, and golden stone, the surroundings bring the warmth of summer to the skin. Our beauty experts give signature treatments designed by Guerlain in artfully appointed rooms that seem to have the power to stop time.





Sincere emotions

The Art de Recevoir is at the heart of the philosophy of Cheval Blanc. To be there is a guarantee that you'll encounter unique personalities who will do everything possible to make each stay a memorable one, and that each exchange is sincere. In the esteemed restaurant la Vague d'Or, Ambassadors attend to each wish, and the Alchemists and the chief concierge are there to make sure that each day passes like a happy dream.

Escape for the senses

Adventure is within sight; seize the moment to escape, by land or by sea, solo or with family – on the trails of the backcountry or the swells of the sea, anything is possible. Designers of adventure, the Maison's Alchemists have imagined a thousand and one possibilities for diversion. Whether you're seeking a lazy day, shopping on the Riviera, an outing in a race car or foraging along the edge of the woods, each activity and experience offered by Cheval Blanc is personalized according to the guests' schedules, desires, and moods.







The art... of travel

Choreographed with care, travelling becomes an art. Respect for intimacy and attention to detail heightens the experience of the traveller. Serenity becomes integral to the surroundings. Each outing at Cheval Blanc is meticulously staged so that the authenticity of the moment, the personalization of an object, or the uniqueness of a daytrip is truly made to order.

Media contacts

LVMH Hotel Management
Anne-Laure Pandolfi
Director of Public Relations
a.pandolfi@lvmh.fr

France

Douzal
Pierre Cauchois | pcauchois@douzal.com

International

The M Collective
Patty Kahn-Saunders
patty.kahn-saunders@the-mcollective.com

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 the heart of the French Alps, 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, then acquired the Résidence de la Pinède in 2016, which joins the collection as Cheval Blanc St-Tropez in May 2019. Cheval Blanc Paris takes its place within the Samaritaine and was inaugurated in September 2021. Future projects are underway, such as in Beverly Hills and the Seychelles. LVMH Hotel Management also operates the White 1921 Courchevel and the White 1921 Saint-Tropez.

LVMH Hotel Management | 12 Cours Albert 1er | 75008 Paris
+33 1 44 13 27 63 | www.chevalblanc.com

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.

Cheval Blanc St-Tropez | Plage de la Bouillabaisse
83990 Saint-Tropez
+33 4 94 55 91 00 | res.sttropez@chevalblanc.com
www.chevalblanc.com
General Director: Olivier Raveyre



