

CHEVAL  BLANC

ST-BARTH ISLE DE FRANCE



## Cheval Blanc, the art of emotion

---

Since its creation in 2006, Cheval Blanc has redefined French hospitality with its own distinct style of luxury — contemporary and exclusive. Its properties are unique: human-scaled and uncompromising when it comes to the level of service offered to guests, who gain the luxury of time spent with family or among friends. True to the creative and innovative spirit of the LVMH group, Cheval Blanc creates for its guests a customised experience, informed and inspired by its four foundational values: craftsmanship, exclusivity, creativity and Art de recevoir.

Like a meticulous choreography in which each gesture must be graceful yet precise, the true art of hospitality is composed of a thousand details, arranged with exceptional knowledge and synchronised seamlessly at every moment of the day. Service, discretion, sophistication, attention, and refinement come together at Cheval Blanc St-Barth Isle de France.

Chosen with care, each of Cheval Blanc's destinations delivers an ideal geographic situation: a sublime beach on the island of Saint-Barthélemy, an ancient pine grove of the gulf of Saint-Tropez, the alpine garden of Courchevel with its legendary ski runs, and an immaculate atoll in the heart of the Maldives. Artisans, architects, and other skilled hands have tended to every aspect of these Maisons, adapting each to the environment and culture of its location to find the full expression of the singular spirit of Cheval Blanc.

Shared pleasures, privileged moments, the joy of unbounded time, among friends or with family: Cheval Blanc St-Barth Isle de France is both the embodiment of and a source of inspiration for the entire collection of Cheval Blanc properties.

Olivier Lefebvre  
Head of Hotel Activities, LVMH Hotel Management

# Invitation to a journey

## *Charm and exclusivity on the Flamands beach*

---

Cheval Blanc has put its heart and soul into the selection of its locations, viewing each as a jewel box in which it can showcase every facet of its elegant approach to lifestyle.

Architecture and aesthetics define the unique identity of each Cheval Blanc Maison, perfectly framed by its surroundings.

With discretion, savoir-faire and refinement, Cheval Blanc welcomes guests with a uniquely contemporary style, treating service as an art of the highest order.

To find the Maison on the island of Saint-Barthélemy, one must take a road, then know where to turn for the entrance, discretely screened by greenery, and then cross the gate as if passing through a secret door, opening into a lush and flower-scented trail. Thus, the guests will discover the verdant surroundings of this unforgettable place.

More than an invitation to a journey, Cheval Blanc St-Barth Isle de France is an opportunity to immerse oneself in life's essential elements. Here, on what is commonly described as the most beautiful beach on the island, on the north point of Saint-Barthélemy, with a view of the isle of Chevreau silhouetted against the turquoise blue of the Caribbean, all is elegance, authenticity and inspiration.

From the villas to the beach, from the swimming pool to the spa, the teams of Cheval Blanc seek the perfect balance between excellent service, attention to detail, and creativity to please and surprise the guests, all in the sophisticated and relaxed ambience that is so particular to Saint-Barthélemy.





*“Pegasus is a winged white horse. I wanted a story that was on the order of a dream.”*

Jean-Michel Othoniel

*“It’s the concept of freedom and escape that seduced me.”* Jacques Grange



*“Adding the perfume of fruit trees and the color of the bougainvillea was necessary to create the feeling of entering a luxuriant and tropical garden.”*

Madison Cox

## Trio of Artists

*Madison Cox, Jacques Grange and Jean-Michel Othoniel*

The reopening of Cheval Blanc St-Barth Isle de France in 2018 re-expands the frontiers of its ideal of perfection. Three artists representing different crafts were invited to enrich the property with their expertise, making the Maison a unique discovery for travelers and connoisseurs.

A landscape designer, an interior designer, and a sculptor — all celebrated for projects that go beyond the common boundaries of their fields and all enamored of the exoticism and sophistication of the property on St-Barthélemy — brought their skills and ideas to the fore in the service of Cheval Blanc.

Madison Cox is the creator of extraordinary private gardens; Jacques Grange, a decorator of European resorts and vacation homes at the ends of the earth, renowned for their sense of soul and style; and Jean-Michel Othoniel, an artist and sculptor who uses blown-glass spheres in his works, whose artistry has been commissioned for prestigious sites over the world, be it for institutions or private patrons.

In the manner of the lush flora of the island, intertwined and mingled, the creations of these three men combine in a synergetic expression of the spirit of the island and Cheval Blanc. Their works blend in harmony, each complementing the other and creating a whole with a unique charm that beckons travelers to enjoy time spent at Cheval Blanc St-Barth Isle de France — from a cherished moment to a long holiday.

“We speak the same language” said Madison Cox of his friend Jacques Grange. “He understands exactly what I want to say to him when I mention a painting by Rousseau. I don’t even need to finish my sentences. The inverse is true as well. When he speaks to me about putting the furniture in rope, I understand what he wants done. It’s very rare, and that allows for a fabulous working relationship.”

# Sketches of a decorative journey

## *Architecture*

---

The most beautiful walls are the ones that are faded. They are forgotten in favor of the view and the play of shadow and light. The most beautiful houses are often the most discrete as well. They have the delicacy to let the mind wander in daydreams, quiet reading, meditation.

It's in that vein that one discovers Cheval Blanc St-Barth Isle de France, a Maison of 61 rooms, suites and villas. Here, all is built to human scale, and the architecture is at one with the nature around it. In their meticulous labors, the artists have truly been faithful to the timeless spirit of the Maison.

The doors and the windows are more than openings for Jacques Grange: they are the frames for the lush garden compositions of Madison Cox. Moreover, each room in the Maison is a world into itself, opening onto the Caribbean Sea.

Finely woven wicker chairs, decorative objects from Africa, the Pacific Islands, South America and Asia, aboriginal wall-coverings, werregue baskets and exotic plants: these elements, like the best works of art, are more than mere decorations: they give life to a place.





## Jacques Grange

### *On his work*

---

“My first intuition was to create the design around the theme of the hut, in line with my architectural creations in Portugal — in that way bringing together the coastlines of the Atlantic, from Europe to the Caribbean. Then I wanted to add to this relaxed coastal style with rattan furniture, sand-blasted, nearly bleached wood for the walls, white fabrics and some Caribbean notes, like warm colors and braided-straw rugs on the floor. The beams, the furniture and the bar recall the style of a Creole building: a mix between the styles of 16<sup>th</sup>-century Portugal and the wood screens one finds

so often on the island of Saint-Barthélemy. With the aim of finding oneself facing the sea in an atmosphere that I wanted to be both joyful and calm, I proposed a refinement of the rooms that would add space and serenity at Cheval Blanc.

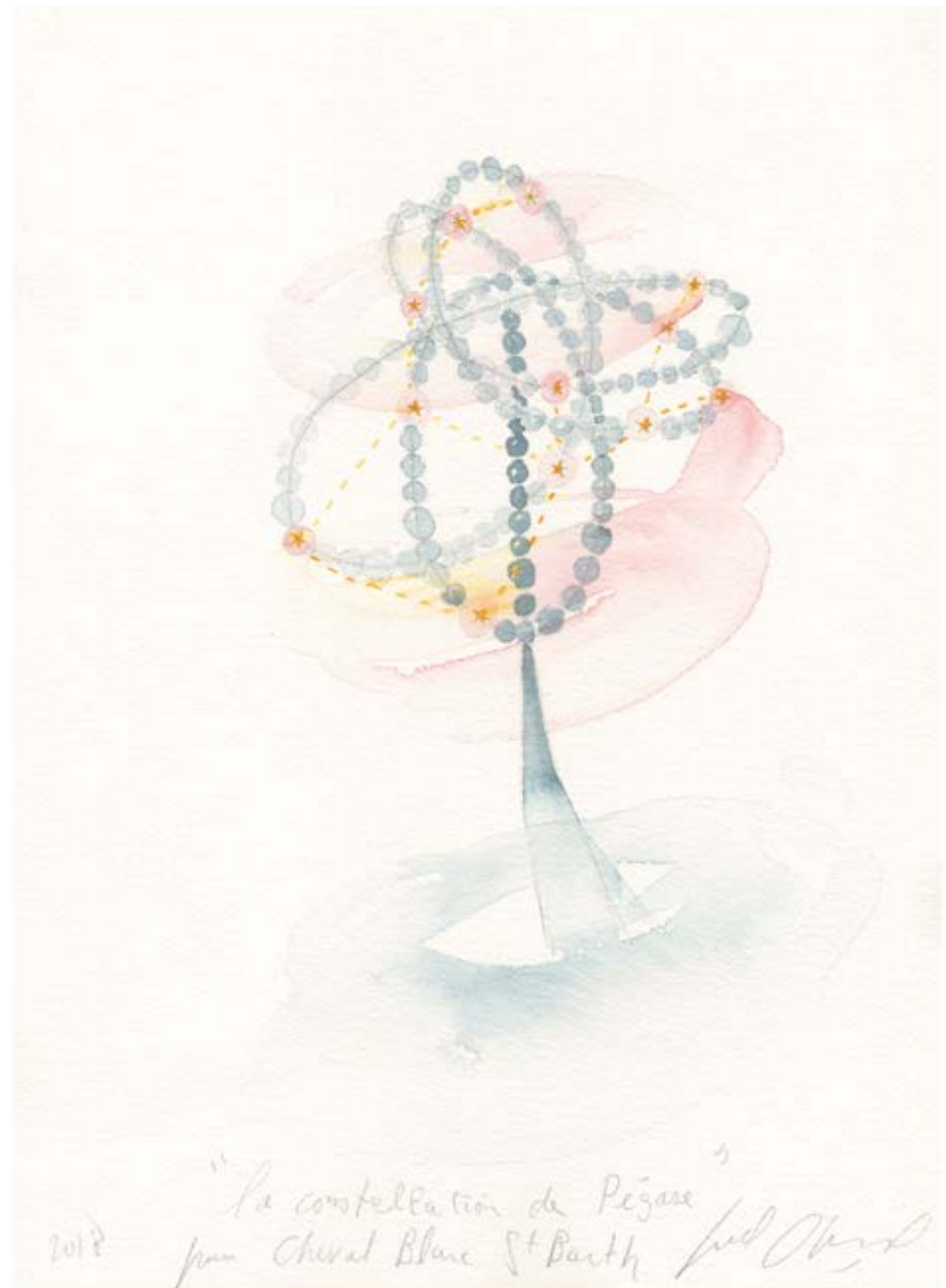
I designed many of the pieces of furniture: desks, shelves, and introduced Spanish fabrics, the wicker, the straw rugs woven in Colombia. I had also thought a lot about my clients and those of Cheval Blanc: how they would love to live in this place, to feel at ease, appreciating this relaxed and free style.”

# Notebook of a Stargazer

by Jean-Michel Othoniel

---

At the center of the Maison, the artist Jean-Michel Othoniel has installed '*The Constellation of Pegasus*', a moving sculpture made of blown-glass spheres that mimic the stars. This structure of glass pearls rotates around itself, following the movement of the celestial dome, which each night arranges itself into a scintillating new composition. "On Saint-Barthélemy, the night is a vast landscape," explains Jean-Michel Othoniel. "The Milky Way surrounds you, embraces you. You are taken into the immensity of the sky while the sea disappears in the darkness. I wanted to bring the stars to earth. '*The Constellation of Pegasus*' is the winged horse of the cosmos, and that allowed me to create a connection between the sky and the earth."



## Inspiration

“I am someone who takes his inspiration in looking at nature”, he says. “It’s my contemplative side. For this project, I first wanted to experience the island physically, to walk there myself. There I discovered this exceptional property, fundamentally rooted in nature, blessed by sand and sea at the heart of the Bay of Flamands. That journey triggered my desire to work on the connection between nature and the sky — a sky so present, so changeable, and so captivating in the night among the immensity of the planets. The stars shine each night. They seem close enough to touch. Cheval Blanc is a place where you can pause and have your head in the stars. The night falls quickly, and the Milky Way emerges in this celestial landscape. The idea that you come to this Maison to lose your head in the stars really pleased me. So that’s how I arrived at this idea to work on Pegasus — a winged, white horse. I wanted to have a story that was on the order of a dream.”

## Creation

“I wondered what to do so that this constellation I was creating could be seen during the day, so that it could be as visible during the day as at night, knowing that the stars aren’t in the same position from season to season”, says Jean-Michel Othoniel. “The sky made me think of a mobile sculpture; a sculpture that moves when touched, with stars that appear differently in the space around them. So, I created ‘*The Constellation of Pegasus*’, a big mobile at the heart of the garden, placed at a crossing of pathways. The rose-colored pearls are like the tinted stars that form Pegasus in an abstract fashion. If you know the position of the stars, you recognize the form of a horse in the rose-colored mobile. So even at the summit of sophistication, you can rediscover some very fundamental values. And maybe that’s a form of luxury today: coming back to fundamental values. All of that is connected, and it’s truly important. It’s an entirety in itself. If one day this work would have to leave Saint-Barthélemy, I know that it could go into a museum or a collection, and yet it would remain an homage to the island, to Pegasus and to Cheval Blanc.”

## Vocation

“There is a main building where the guests are welcomed that sets the tone right away by being open onto the blue of the Caribbean Sea. The structure is like a wind vane, a compass point at the heart of the nature that is so present on the island. And then the glass itself is a material that comes from natural elements. It gave me great pleasure to put it back into the natural world. Being used like this, the glass regains its elemental force. There is this relationship with the elements of nature that is so strong on this island, and in this part of the world, that restores a connection to our authentic emotions. It’s about contemplation, but also wonderment in confronting such beauty. It’s important to let oneself be moved by simple things. In walking on the beach, one rediscovers the impulses of being a child — you pick up seashells. This structure draws its power from being anchored in that kind of reality.”

## Experience

“To create for Cheval Blanc is to imagine an entire separate universe. I met the chief of the construction team, the same team for all the Cheval Blanc properties. They are all passionate, with a keen quality for listening. One could describe them as curators of exhibitions. They have a vision, a way of thinking, and a desire to go beyond the limits. You know that your work will be respected. It will be explained, and it will trigger discussion. It’s not a decorative object for an exceptional place. There is also the desire to give the guests of Cheval Blanc the chance to discover a work of art and to question it. What is art? What is an artwork? How do you go about appreciating an artwork? How do you live with one? As an artist, that’s the goal of the whole creative process.”





## Gardens

### *A Verdant and Tranquil Sea*

---

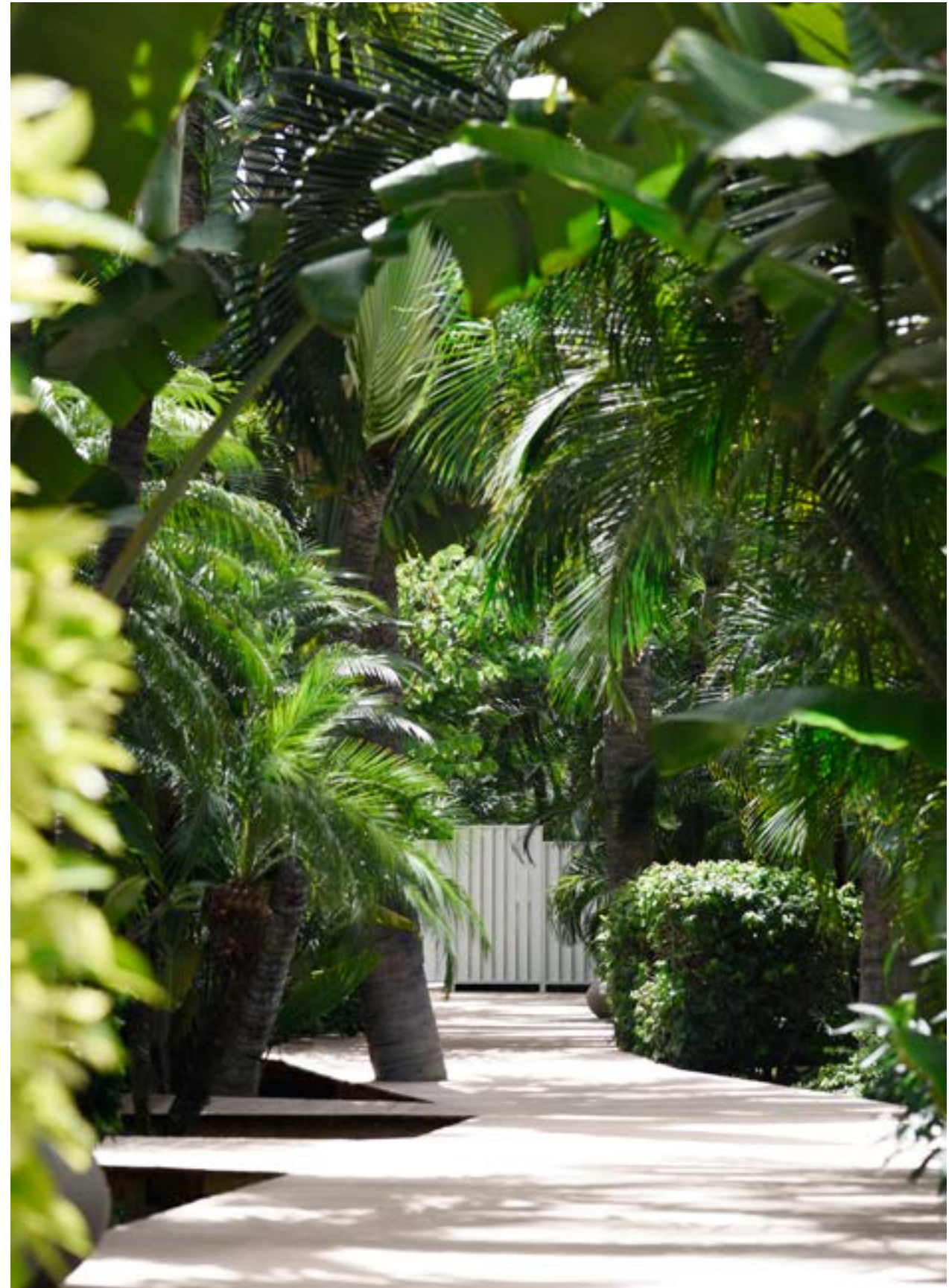
**“The luxuriant vegetation, framed by the windows, truly forms living canvases, and outside, the architecture works in harmony with the flowers, the palms, the butterflies and the birds, creating an all-encompassing artwork.”**

Madison Cox

The guests move about the property as if sailing from island to island, the landscaped spaces between the suites and villas are forming a kind of sea of plant life.

The suites open onto the gardens, where lush plantings tranquilly guide the circulation through the property — from the beach to the villas and from the restaurants to the spa.

The flowers, the foliage, the trees and the bushes are more than a simple collection of shapes and colors, shifting with the rhythm of the breeze, changing hues with the passing of hours and seasons. They also are a composition of perfumes and scents that greet you the moment you step into the world of Cheval Blanc St-Barth Isle de France and that follow you into the interiors.





On the ground floor a vast indoor dining room and a furnished terrace can each welcome around ten guests. A large sea facing living area dominates the entire bay.

On the first floor, the master bedroom enjoys a stunning view of the ocean. The bathrooms look out onto the infinity pools and the bay; relax to the sound of the gentle lapping of the waves.

Most importantly, enjoy the seaviews from each corner of the Villa de France. A private treatment room is equipped with everything you need to help you unwind, including a massage table and sports equipment.

However, these details do not do justice to this exceptional site, an oasis of luxury, where only the occupants will fully appreciate the 360 degree view of the Caribbean sea with its infinite shades of blue.

## Villa de France

---

Cheval Blanc St-Barth Isle de France unveils a new and exceptional villa: La Villa de France. Like a world apart, hidden from prying eyes, it opens up an even larger horizon: 640m<sup>2</sup>, two stories high, 5 bedrooms, an infinity pool on each floor, and two terraces from which to contemplate and admire the breathtaking view of the iconic Flamand beach.

The signatory interior design by Jacques Grange, provides a refuge cut off from the outside world where jungle, corals and exquisite art come together with charm giving these surroundings its unique character. Jacques Grange's attention to detail in the Villa de France is second to none. He has selected his pieces as he would in his personal travels; large scale aboriginal paintings for the walls, marrying hand blown Venetian vases with Mexican pottery and boldly mixing these with Azulejos colours in the bathrooms. Mashrabiya patterned panels accentuate the white walls. Parquet flooring, delicately tinged by sun and salt brings light and comfort to the rooms. A warm atmosphere reigns, typical of welcoming seaside homes.





## Notebook of Flavors

### *Gastronomic experience*

---

#### **La Case**

La Case, as its name suggests, is a place anchored in its surroundings: crafted from bamboo and wood, it perches over a magnificent view of the sea. Beneath sun or stars, its pathways and its terrace overlook the bay, the pools and the tropical garden. In line with the Caribbean philosophy of going back to the roots, Chef Jean Imbert has created a style of cuisine wholly inspired by nature, such as fish freshly caught in the morning and infused with garden herbs. His cooking style is without doubt more sophisticated, marrying a perfect understanding of the time honoured rules of top French gastronomy with a very contemporary reinterpretation, a signature of this great chef. The results are there for all to see: a cuisine where technique takes second place to let reign tastes and colours in harmony with sand, sea and sky. Chef Jean Imbert playfully combines the classics of top French gastronomy with an explosion of colours and flavours particular to the islands: spices and aromatics from the garden bring classic French recipes to life. «I have sought to translate the spirit of the Caribbean without impeding on the values of sharing and excellence specific to Cheval Blanc.» comments Jean Imbert.

#### **The White Bar**

At the White Bar, on the path to the main swimming pool, mixologists invite guests to enjoy their custom creations and unforgettable cocktails. The White Bar also offers a light and simple menu, always in tune with authentic taste and attention to quality. These two signposts guide every effort of the restaurant teams.

The White Bar, the sound of the surf, and the sweet tropical air are all calls to daydream in the trade winds.



## Well-being

### *Let it go*

---

A sanctuary dedicated to well-being and beauty, the Spa Cheval Blanc delivers the universe of Guerlain through its treatments specially designed for the Maison. Nestled in the garden, four completely renovated treatment cabins, a hammam and a pavilion grace this timeless space. A sports center, with yoga and Pilates courses, completes the scene.

Time seems to stop at Cheval Blanc. Each person has the ease to find their own pace, their own rhythm for feeling their best. Among the signature treatments, “The Solar Escapade St-Barth” subtly blends the Terracotta level of care with the savoir-faire of Guerlain, deeply replenishing the skin through a restorative and calming journey.

Other signature Guerlain experiences include the facial treatments “Imperial Orchid” or the “Beauty Lift”. These anti-aging programs involve intense stretching, which relaxes lines and activates micro-circulation, producing a radiant complexion. A complete range of massages and beauty treatments is also on offer at the spa.

Equipped with new Technogym® training machines, the sports center is again another world. There, guests can pursue their usual fitness program or start a new one.





## Experiences at Cheval Blanc St-Barth Isle de France

### *Saint-Barthélemy way of life*

---

#### Discovering Saint-Barthélemy

Cheval Blanc St-Barth Isle de France organises excursions for families or groups of friends. As you wish, have a spontaneous picnic on an isolated isle, take a “Mini-Moke” trip to discover hidden corners of the island, go on a shopping spree in Gustavia or take the most romantic cruise you can imagine catching the setting sun. Many different water sports are available on Saint-Barthélemy, including waterskiing, wakeboarding, Jet Ski, surfing, body surfing, wind surfing, kayaking or sailing. With its waters being home to lobsters, mahi-mahis, sea turtles, rays, and brightly colored tropical fish, the undersea world of Saint-Barthélemy delivers unforgettable diving experiences.

#### Exceptional celebrations

The restaurants and beach at Cheval Blanc St-Barth Isle de France are ideal settings for unforgettable events, parties and celebrations. In collaboration with the chef, a customized menu be designed according to the desires of the guests and of course be accompanied by the finest wines and champagnes. Special requests — for an anniversary, a wedding or a more intimate celebration — can be arranged and customized with ease.

#### The Boutique Cheval Blanc St-Barth Isle de France

Over the years, the Boutique has become a point of reference — both elegant and relaxed, and an icon of the lifestyle on Saint-Barthélemy. The Boutique, adjoining La Case de l’Île, offers a selection of sophisticated and precious accessories, including clutches, jewelry, and a choice of delicate stoles. Those in the know will appreciate the care that went into the selection on offer, combining exquisite craftsmanship and exceptional materials.

This singular collection can be discovered in browsing: vividly colored bathing suits from Pucci, perfect for diving into the turquoise waters of the Caribbean; Caftans from the Greek designer Miranda Konstantinidou that flow with the warm trade winds. The swimsuits and resort wear from the Brazilian designer Lenny Niemeyer take their inspiration from a singular aesthetic: a cut both feminine and structured, carefully selected materials, and colors derived from Caribbean cultures.

**Cheval Blanc St-Barth Isle de France**, the first Palace outside of Metropolitan France, is the third Maison to join the Cheval Blanc portfolio in 2014. Located on Baie des Flamands – one of the island's finest beaches – it will eventually be home to 61 rooms, suites and villas offering breathtaking panoramic ocean views, or leading onto lush tropical gardens. La Case de l'Isle is a popular restaurant on Saint-Barthélemy; and the stylish poolside The White Bar serve a variety of locally-inspired French dishes with culinary influences brought by fishermen from the Atlantic and the Mediterranean in a relaxed atmosphere. Exclusive Guerlain rituals can be enjoyed at the Cheval Blanc Spa, nestled in the heart of the Maison's tropical gardens.

The interior decor by Jacques Grange encapsulates all the charm of seaside homes with the specific Caribbean spirit. The Cheval Blanc team offers a highly personalised Art de Recevoir service, continuously ensuring guests are surprised and delighted with unique customised experiences.

Cheval Blanc St-Barth Isle de France  
Baie des Flamands  
Saint-Barthélemy | French West Indies  
+590 590 27 61 81  
info.stbarth@chevalblanc.com  
www.chevalblanc.com  
General Manager: Christelle Hilpron

#### **Press Contacts**

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

#### **France**

Douzal  
Sophie Douzal-Sarkozy | ssarkozy@douzal.com  
Pierre Cauchois | pcauchois@douzal.com

#### **International and United Kingdom**

Mango PR  
Patty Kahn-Saunders  
patty.kahn-saunders@mangopr.com

#### **United States of America**

PR Consulting  
Sara Helmig | sara@prconsulting.net  
Paul Leggieri | pleggieri@prconsulting.net

---

#### **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 and has also announced future projects, namely in London and within La Samaritaine in Paris. La Résidence de la Pinède bought in 2016 will join the collection as Cheval Blanc St-Tropez in May 2019. LVMH Hotel Management also runs White 1921 Courchevel and White 1921 Saint-Tropez.

LVMH Hotel Management  
22 Avenue Montaigne | 75008 Paris  
+33 1 44 13 22 95 | press@chevalblanc.com  
www.chevalblanc.com

