

HOTEL  
LOU PINET

ST-TROPEZ

BACK TO  
THE ROOTS

PRESS KIT

A LUXURIOUS  
HIDEAWAY,

IN THE FRENCH  
RIVIERA'S  
MOST LEGENDARY  
VILLAGE

THE SPIRIT



Many come to St-Tropez for its festive spirit, while others seek out secret hideaways, well out of sight, to experience the authentic St-Tropez of yesteryear—the fishing village of the '50s and '60s rather than the summer capital of celebrities. Lou Pinet caters to those who love the original Tropezian spirit, those who refuse to choose between the buzzing excitement and absolute calm of the region, and those who want to enjoy both whenever they feel like it.

Just five minutes from La Place des Lices, heading towards La Pointe des Salins, Hôtel Lou Pinet, open during the summer season from the beginning of May to the end of September, exudes the bohemian Tropezian charm that Françoise Sagan, Boris Vian, Picasso, and Juliette Gréco adored—a touch of Saint-Germain-des-Prés under the Provençal sun. In 1955, Roger Vadim arrived with «And God Created Woman,» and Brigitte Bardot invented St-Tropez. Time seems to have stopped at that very moment at Hôtel Lou Pinet, a boho-chic refuge miraculously removed from the hustle and bustle of the town. It's the kind of place you only share with your closest friends.







# LOU PINET,

## THE DREAM SAINT-TROPEZ HOTEL...

## BY REAL LOVERS OF THE SOUTH

THE REBIRTH



«*Under the sun exactly, not next door, not anywhere else...*» As in Gainsbourg's song, Hôtel Lou Pinet is exactly where you need to be in Saint-Tropez, strategically located between the bustle of Place des Lices and the most sought-after beaches on the peninsula. This privileged address dates back to the '60s, before the fever took hold of the little village and changed its original soul.

Back then, the Pariente family spent their summer holidays on this idyllic peninsula, just like many others, part of a long love affair with the region that began with their grandparents. The family tradition has continued faithfully from generation to generation.

Falling under the spell of the place, the Pariente family took over Lou Pinet in 2017 and completely transformed it for the 2019 season, thanks to contemporary architects and decorators. Lovers of the South in general, and the Côte d'Azur in particular, combined their talents to reinvent Hôtel Lou Pinet as if it were a private home, where guests and friends could come together for a different experience of Saint-Tropez—the real thing.

“LOU PINET IS A STATE OF MIND, THE NONCHALANT SOPHISTICATION OF PROVENCE, THE SUNNY CHARM OF ST-TROPEZ, THE SAVOIR-VIVRE AND SHARING OF THE MEDITERRANEAN...

VALUES THAT I HOLD DEAR AND THAT I WANTED TO INSCRIBE IN THE ARCHITECTURE AND DÉCOR TO GIVE THIS HOTEL A SOUL”.

Charles Zana

THE REBIRTH



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CHARLES ZANA,  
ARCHITECT

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Charles Zana, Architect + on conserve le visuel

Trained at the Beaux-Arts in Paris and guided from an early age by his art collector father, Charles Zana is an art lover with a passion for design. Over the past thirty years, he has been applying his taste and expertise to the finest residential and public interiors worldwide, including in New York, Miami, London, Paris, and Monaco. Throughout these decades, the architect has forged his style and developed the distinctive lines that attract discerning clients seeking his unique vision.

Steeped in Mediterranean culture, this man of the South has a special fondness for Saint-Tropez, where he often spends his holidays. For Hôtel Lou Pinet, he relied on light to design the spaces and create a refined, intimate setting. He also drew on Provence's rich heritage of decorative arts, from glass to ceramics, inspired by artists who have succumbed to the beauty of the South of France, such as Matisse, Calder, and Picasso. Thanks to his cultural background and taste for elegance, the décor of Hôtel Lou Pinet was enriched with some antique pieces from this period.



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JEAN MUS,  
THE LANDSCAPER

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Originally from Grasse, the city of perfumes nestled in the hills of the South, the architect of Mediterranean gardens is now an international benchmark. As a landscape architect, he knows better than anyone how to capture the spirit and memory of a place to enhance its profound truth. Perfectly at home in Saint-Tropez, he has designed the outdoor spaces of Hôtel Lou Pinet, restoring their poetic authenticity and sensuality with plants and flowers that are typical of Provençal nature.

The stars of the immense, lush garden include a miniature lavender field and a kitchen herb garden, which complement the two immense pines that welcome our guests.

## A SECRET GARDEN WITH A MEDITERRANEAN SCENT

The emblematic pine tree of Lou Pinet has inspired the hotel's graphic identity, a tribute to the two renowned umbrella pines that have witnessed many generations come and go. Tirelessly, they continue to watch over the immense, enchanting garden, where guests can stroll along charming little paths, getting lost and discovering all the nooks and crannies as they wander. Different paths, different sensations, to be enjoyed both day and night... The delicate scent of pine resin perfumes the air at the height of summer. Depending on the season, the garden is imbued with the essences of lavender, orange, lemon, rockrose, and jasmine.

### BREATH IN, BREATH OUT...

The soundtrack is the relentless buzz of cicadas and the song of the wind in the trees. All around you is a restful vision of exuberant vegetation, a cocoon of tranquillity shielded from the hustle and bustle outside. The play of light and shadow creates a dancing, blurred choreography, a permanent spectacle of the sumptuous Mediterranean nature. All that's left to do is savour the delicious feeling of having arrived in a lost paradise, of rediscovering forgotten tranquillity, and finally breathing freely, far from the daily grind.

# HOTEL LOU PINET

## THE VINTAGE CHIC SPIRIT

OF THE 60'S

### THE CONCEPT



«Ex-sixties fan, baby doll?» While the shadow of Jane Birkin in a white lace mini-dress and wicker basket still lingers over the port, Hôtel Lou Pinet invites you to take a trip back in time to the era of holidays and carefree days. A warm welcome, just like at home, awaits you before you follow the path of flagstones, weathered by time and half-overgrown, to reach your room. Notice the swimming pool, one of the largest in Saint-Tropez, majestically situated in the middle of a vast terrace, giving structure to the three houses that make up the hotel.

Everywhere, the golden light of the South permeates the spaces, perfectly complementing the natural materials used in the décor, such as linen, ceramics, rope, terracotta, and lime, which have inspired twentieth-century artists from Chagall to Cocteau. In this calm, refined ambiance, the rounded, almost organic shapes pay homage to the style of the '60s and '70s, as does the layout of the rooms, with their large benches and lamps designed by Charles Zana for the dining room. Antique knick-knacks, vintage plates hung on the wall, and sculptures—each object has been chosen with care and celebrates the region's arts and crafts heritage, from the pottery of Vallauris to the glassworks of Biot. Here, handmade items crafted with love find a welcoming and fitting home.







# ROOMS & SUITES...

# ABSOLUTE QUIET

# WITH PRIVATE GARDENS

ROOMS & SUITES



34 keys.

Real keys, like in the old days, replace soulless magnetic cards. These are guarded by the master of golden keys, the Concierge—an expert who knows all the secrets of the Presqu’île and shares the best addresses and most beautiful discoveries with guests. The 34 rooms and suites boast generous spaces, bathed in light thanks to the double aspect of several bedrooms and bathrooms. Each room has a garden with an outdoor lounge, making you feel at home, or rather, at a friend’s house.

Some rooms feature unique decor, such as elegant handmade tapestry headboards with colourful abstract motifs. In others, a glazed ceramic lamp custom-designed by Charles Zana fits in seamlessly. Everywhere, light tones are occasionally highlighted with black, complemented by slightly rounded shapes, natural stone, wrought iron, and linen—a joyful mix of textures and materials that create a soft, sunny atmosphere.











ROOMS & SUITES

## RELAXATION AND DISCRETION IN 5-STAR MODE



All the services of a 5-star hotel, with the added bonus of that unique sixth sense found in great establishments—the art of anticipating without ever imposing, of knowing guests' wishes even before they are expressed. This sense of top-of-the-range service is paired with great simplicity and genuine warmth, helping guests to relax. You can relax and forget everything because someone else is thinking of every detail, ensuring you have a perfect holiday.





# SPA & FITNESS



BETWEEN THE SKY  
(OF AZUR)  
AND EARTH  
(MEDITERRANEAN)

## THE SPA

A few steps down at the bottom of the garden, there lies the spa, akin to a secret grotto—a serene and intimate cocoon. It's the perfect retreat to indulge in all the sensations during a massage or fitness session.

When selecting skincare products, the choice of Tata Harper Skincare was obvious. Founded in 2010 by Tata Harper on her farm in Vermont, Tata Harper Skincare has been a trailblazer in cosmetics, blending impeccable natural formulations with remarkable effectiveness. All Tata Harper skincare products are certified organic and richly concentrated in active ingredients, avoiding outsourcing, compromises, or synthetic additives. Transparency, authenticity, and the purity of raw materials are paramount values, as are the meticulously developed protocols and techniques tailored specifically for the in-spa treatments.

## MASSAGES AND TREATMENT PROTOCOLS BY TATA HARPER

With two treatment rooms, one of which is a double, and a hammam, the Spa by Tata Harper offers an intimate, personalized atmosphere nestled in the back garden of the hotel. Designed like a secret grotto—a serene, intimate cocoon—it provides absolute tranquillity for guests to fully enjoy each treatment. The spa offers a range of treatments including massages, body treatments, facials (including the renowned Tata Harper Complex Face Massage), hand and foot care, waxing, and specialized treatments for men and expectant mothers.

Tata Harper's 100% organic products are tailored to individual needs, combining the rejuvenating power of nature with the expertise of the spa's therapists.

Additionally, Lou Pinet Spa features a fitness room with skylights—ideal for finding balance and letting go of the everyday hustle. A personal coach is available upon request to create customized fitness programs. Every morning, guests can participate in a yoga class held in the garden, accompanied by the soothing sounds of cicadas.





# BAR RESTAURANT



## AT HOTEL LOU PINET

### THE RESTAURANT

Elegant and relaxed, the restaurant reflects the hotel's decorative codes and extends naturally to the outside, with large terraces immersed in the garden overlooking the swimming pool. Nestling in the greenery, the various tables are scattered here and there to enjoy natural privacy. The Terrace is perfect for enjoying evening dining at the Beefbar Sheltered by a pergola, the outdoor bar is just a few steps from the hotel entrance. In the evening, the garden is illuminated with lights to give a magical touch.

### THE BEEFBAR AT HOTEL LOU PINET

A refined concept centred around exceptional cuts of meat, Beefbar, created by Riccardo Giraudi in 2005, has become a staple at Lou Pinet and a renowned address in Saint-Tropez. Combining top-quality products with chic simplicity and modernity, Beefbar adds a touch of excellence to some of the world's most beautiful locations. Featured on the menu are prime Black Angus, Wagyu beef, and Kobe beef, offered in Teppanyaki and prosciutto (a world exclusive), which remain the stars of the menu.

In addition to these meat delights, Mediterranean-inspired dishes such as tartares, grilled fish, ceviches, shawarmas, quesadillas, gyozas, burgers, carpaccios, and pizzas enrich the dining experience. From premium meats to revisited classics, the Beefbar at Lou Pinet offers a diverse range of dishes to be shared—a signature of Beefbar establishments worldwide.

Outdoors, La Terrasse provides summer dishes that can be enjoyed by the pool or on the restaurant terrace throughout the day. The à la carte menu includes grilled fish, Caesar salad, baked aubergines with feta and pomegranate, fresh salads with quinoa and raw vegetables, vegetarian poke bowls, and gourmet desserts such as sorbets, fresh fruits, and homemade pastries. A children's menu caters to all tastes with options like meat, fish, poultry, or pasta dishes, followed by refreshing desserts such as homemade ice cream, fruits, or gourmet cookies.







# A DIFFERENT EXPERIENCE

# OF SAINT-TROPEZ

## THE ACTIVITIES

When we mention Saint-Tropez, images of beaches, yachts, luxury boutiques, and spectacular parties often come to mind. Yet, there exists an exclusive and secretive side of Saint-Tropez where chic simplicity replaces ostentation. This is the Saint-Tropez embodied by Hôtel Lou Pinet—a collection of precious moments encapsulating the Mediterranean art of living, a sanctuary of slow-living.

Start your day with breakfast under the shade of umbrella pines, basking in the radiant morning light before heading to the beach and feeling the salt on your sun-kissed skin upon return. Enjoy a leisurely late lunch that stretches lazily, with no need to rush. Perhaps indulge in a siesta in the cool shade before embarking on a boat trip? Singles or mixed doubles challenges around the ping-pong table are a must for both young and old this summer. Before the sun sets, take a final dip in the pool, followed by the sacred hour of the aperitif, where pastis reigns supreme.

Lou Pinet offers a variety of «Day Pass» packages for travellers and locals alike, seeking a refined and discreet retreat away from the crowds. The «Relaxation Day» package allows guests to unwind by the pool, enjoy a peaceful lunch under the parasols, or use the fitness room. The «Wellness Day» package extends this experience with a one-hour, custom massage at Spa Tata Harper.

For those seeking a nostalgic experience, the hotel offers half-day or full-day rentals of Kate electric cars, allowing guests to relive the Saint-Tropez of the 1960s with the wind blowing through their hair.

## NO PROGRAM,

## NOTHING BUT DESIRES

The concierge at Lou Pinet provides guests with invaluable tips on discovering the region's most beautiful coves (with a boat and gourmet picnic hamper already booked), ensuring travellers can enjoy early morning strolls along the wild, surprisingly quiet coastal paths even during peak season.

Visits to renowned vineyards in the Gulf present an excellent opportunity to learn about rosé wine production and indulge in tasting sessions at the estate. Don't miss out on a shopping spree to explore luxurious storefronts in the quaint village, home to some of the world's biggest brands, following a visit to the markets of Saint-Tropez or Ramatuelle. Local artisans on the peninsula offer unique souvenirs ranging from carpets made by Manufacture des Tapis de Cogolin to ironwork, ceramics, glassware, and baskets.

For a sea excursion, embark on a «pointu tropézien» for a fishing trip or to try red mullet fishing—all arrangements are already taken care of.

## IF NOTHING ELSE

## REST...

In the garden of Lou Pinet, basking in the sun, book in hand, sipping iced tea with the cicadas as a soundtrack and nothing else is a must before taking a dip in the deep blue sea at sunset.



# THE ART OF LIVING IN SAINT-TROPEZ

AT ITS BEST  
EXPRESSION

## ART AT LOU PINET

Since the 1950s, Saint-Tropez has held a special place in the hearts of artists. Painters were among the first to discover the village and its peninsula. In 1895, Paul Signac's «La Bouée Rouge» (The Red Buoy) became one of the first significant works dedicated to the small port and remains one of the greatest Neo-Impressionist canvases to date. Following Signac, artists like Derain, Matisse, Seurat, and Dunoyer de Segonzac, alongside movements such as the Fauves, Pointillists, and Nabis, contributed to the artistic richness now housed in the Musée de l'Annonciade. Writers such as Renan, Maupassant, and Colette also drew inspiration from the unique light of the region. By the 1950s and 1960s, the Tropezian peninsula became the summer annex of Saint-Germain-des-Prés, frequented by figures like Boris Vian, Françoise Sagan, and Bernard Buffet, among others.

Hôtel Lou Pinet pays homage to Saint-Tropez, the village of artists, with a carefully curated selection of contemporary artworks adorning both its interior and exterior spaces. Each piece has been personally chosen by the Pariente family, who have nurtured a deep passion for art over several generations.

Upon entering, guests are greeted by Ugo Rondinone's cheerful cairn—a stack of stone blocks in fluorescent colors as saturated as the Côte d'Azur sky. Nearby, artist Armelle Benoit has crafted a monumental ceramic fresco spanning 5 meters, telling a lighthearted imaginary tale against a wall backdrop.

In the heart of the Beefbar, the hotel's restaurant, Alexandre Benjamin Navet has created a grand fresco paying tribute to Saint-Tropez. Six panels in warm, vibrant colors depict scenes of the town and Lou Pinet hotel, adorned with marine and Provençal motifs that enrich the dining room's ambiance. Interestingly, Alexandre Benjamin Navet had never visited Saint-Tropez before his work at Lou Pinet.

As guests explore further, they encounter two bronze columns by British sculptor Toni Cragg. These columns, emblematic of Cragg's work and winner of the prestigious Turner Prize in 1988, are strategically placed along the pool's axis, transforming the perspective with their subtlety and graceful instability.

# HOTEL LOU PINET

BY MAISONS  
PARIENTE

ABOUT



Opening in spring 2019, Hôtel Lou Pinet is the second hotel in Maisons Pariente's collection of exceptional addresses. A discreet player in the luxury hotel market, the Pariente family first made a name for itself in 2013 with L'Apogée in Courchevel, a project undertaken in partnership with Xavier Niel and Oetker Collection, a first experience that was a revelation. Since then, Maisons Pariente has taken on its full potential with the acquisition of the Hôtel Crillon Le Brave, a 5-star hotel at the foot of Mont Ventoux in 2018. The Hôtel Lou Pinet opened its doors in Saint-Tropez in spring 2019, the Hôtel Le Coucou in Méribel in December 2019, and Le Grand Mazarin, our first Parisian address, in September 2023. Little by little, Maisons Pariente is carving out a place for itself in the hotel industry with a clear positioning: 5-star hotels designed exclusively as private homes, with each address developing its own unique identity. No copying and pasting of a concept that works everywhere, but rather an approach that promotes authenticity, desirability, as well as a strong artistic and sensory identity





A family-friendly, contemporary collection of 5\* hotels.

The four hotels in the Maisons Pariente Collection offer exceptional addresses in France refined places where excellence exists in perfect harmony with a contemporary, chic, and relaxed atmosphere, embodying luxury in all its simplicity.

The Pariente family has designed its establishments with the conviction that nothing is more precious than experiencing rare emotions, and the certainty that the ultimate luxury comes from generous space and unspoiled intimacy.

The perfection of made-to-measure service makes the most beautiful places in the world even more unique and every moment exceptional. The aesthetic and artistic research, the décor, and selected works of art give guests the delightful feeling of being at home. These aspects are fundamental to the values of Maisons Pariente

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## HÔTEL CRILLON LE BRAVE

PROVENCE

A secret rooftop overlooking Mont Ventoux  
34 rooms and suites

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## HÔTEL LOU PINET

SAINT-TROPEZ

The bohemian chic spirit of Saint-Tropez  
34 rooms and suites

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## HÔTEL LE COUCOU

MÉRIBEL

On the slopes, a mountain of endless spectacle  
55 rooms and 2 chalets

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## HÔTEL LE GRAND MAZARIN

PARIS LE MARAIS

The first Parisian address in the collection  
61 rooms and suites

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## MAISONS PARIENTE, A WONDERFUL FAMILY STORY

Patrick Pariente, founder of the Naf Naf clothing brand, and his two daughters Leslie Kouhana and Kimberley Cohen launched their luxury hotel business in 2013 with L'Apogée in Courchevel, a project carried out in partnership with Xavier Niel and Oetker Collection, a first experience that acted as a revelation. Maisons Pariente now has four 5-star establishments: the Crillon le Brave hotel at the foot of Mont Ventoux opened in 2018, the Lou Pinet hotel in Saint-Tropez opened in 2019, the Le Coucou hotel in Méribel opened in December 2019 and Le Grand Mazarin opened in September 2023, the first Parisian address in the heart of the Marais district. Maisons Pariente is continuing to expand in the upmarket hotel sector with a clear positioning: 5-star hotels designed exclusively as private homes, where each address develops its own unique identity.



### CONTACTS MEDIAS

#### France and International :

Agence Melchior :

Michael TORINO-GARDIE | michael@agencemelchior.com | +33 (0)6 82 57 88 41

Laureen FAVIER | laureen@agencemelchior.com | +33 (0)7 60 68 23 92

#### United Kingdom

Agence Grifco :

maisonspariente@grifcopr.com



70 chemin du Pinet  
83990 Saint-Tropez

+33 (0)4 94 97 04 37  
[www.loupinet.com](http://www.loupinet.com)

