



SEZZ

HOTEL SEZZ SAINT-TROPEZ
Press Kit





HOTEL SEZZ SAINT-TROPEZ

*An Intimate Retreat
in Glamorous Saint-Tropez*

In July 2010, the French Riviera welcomed a glamorous new addition to its perpetually fashionable and buzzing coastline: Hotel Sezz Saint-Tropez. Following the success of Hotel Sezz in Paris which opened in 2005, hotelier Shahé Kalaidjian and designer Christophe Pillet, have joined forces again to transport their vision from the City of Lights to the French Riviera. Although distinctly different in look and feel, the Hotel Sezz Saint-Tropez shares more than a name with its Parisian cousin. Just as Hotel Sezz Paris reflects the allure of its urban milieu, the new property takes inspiration from the region's most authentic riches: calm breezes, the quality of the Mediterranean light, the deep blue sea, lush green plantations and fields of fragrant lavender.

“We are not trying to reproduce the Parisian concept in Saint-Tropez,” says Christophe Pillet. “Imagine both of us as writers who are telling two very different stories. Hotel Sezz Paris is an urban story and the next volume is a vacation story. The only point in common is that it is the same writers with the same style and vision.”

Secluded in a wooded park just minutes from the beach lies Hotel Sezz Saint-Tropez – a new hospitality experience on the French Riviera. Upon arrival guests immediately feel like they've stepped into a glamorously relaxed holiday dream. A formal reception desk is nowhere in sight. Instead, guests are warmly welcomed by their Personal Assistant, who will acquaint them with the hotel's abundant features and will also be at hand throughout their stay.

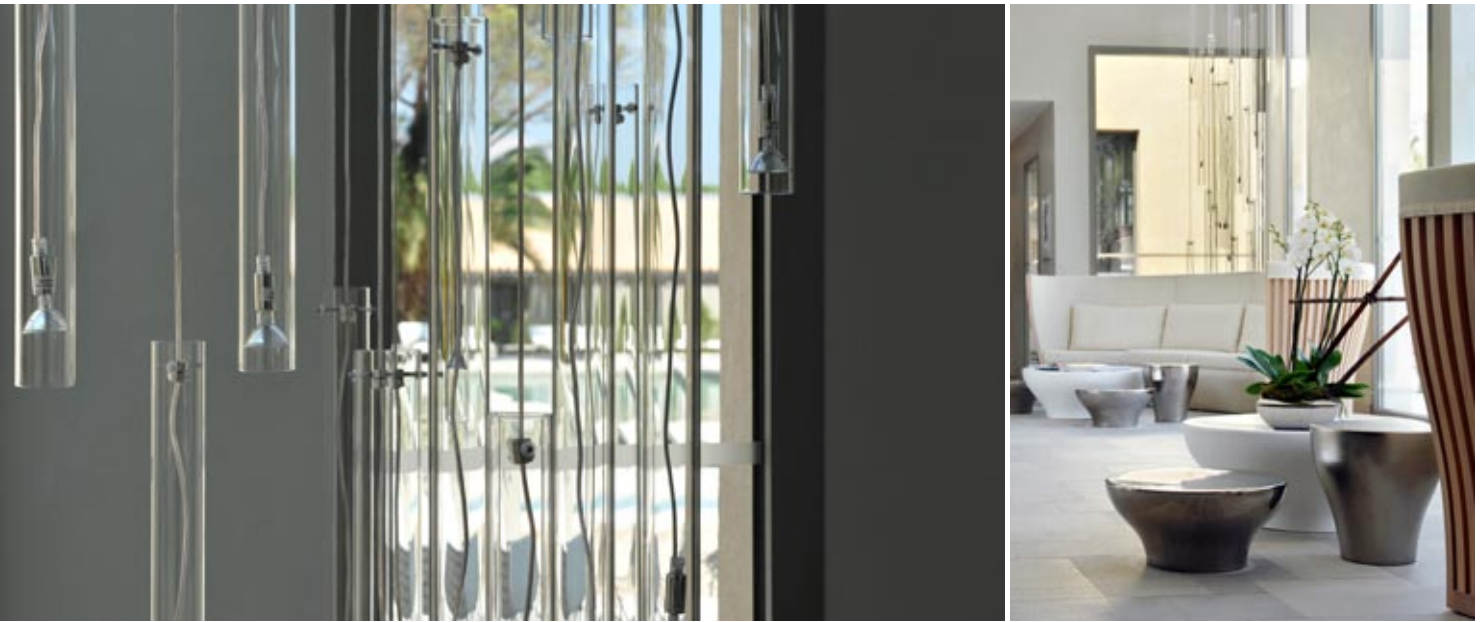


Like a small Provencal village, the resort's complex of low buildings comprises 37 guestrooms, suites and villas. These are grouped around the heart of the Hotel Sezz Saint-Tropez: a spacious central pool area where sun-lovers and socialites lounge on furniture designed by Christophe Pillet, enjoy a cocktail or chill out and listen to the wind brushing through the surrounding trees. The main building is a place of further indulgence with its Dom Pérignon champagne bar, the restaurant Colette by famous chef Pierre Gagnaire as well as Spa Sezz by Payot.

AVANT-GARDE ARCHITECTURE & DESIGN

with a Traditional Mediterranean Core

Typical Mediterranean building materials were skilfully incorporated to create a contemporary resort that retains a visual link to the region and its cultural heritage. In spite of the solid stone walls and clay tiled roofs, architecturally, air and light are the key words. Entire walls of glass and oversized windows are used generously throughout the resort serving to counterbalance the heavier materials. The result is lofty, light-filled rooms where the planes of glass serve to diffuse the borders between interior and exterior spaces.



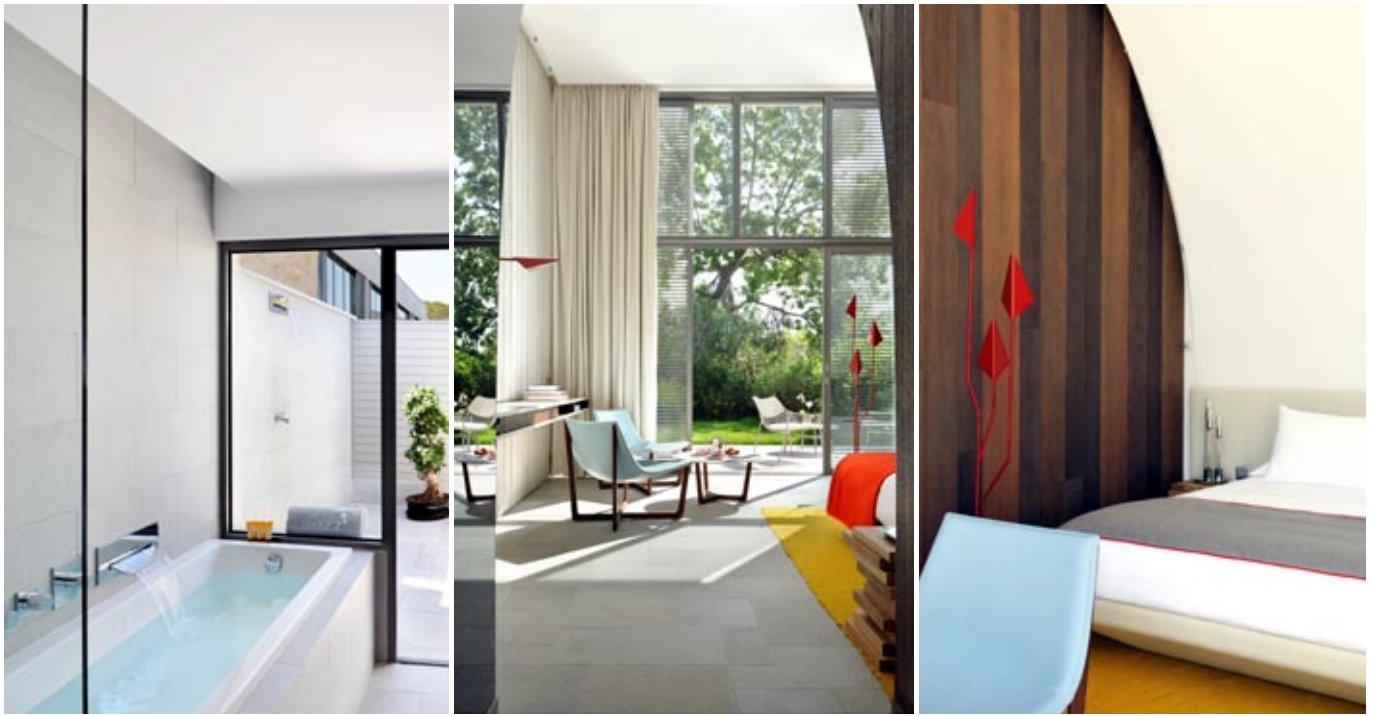
Designer Christophe Pillet has made sure that guests will smell, hear and taste ‘holiday’ from their beds and baths. Interiors reflect the 1950s colour code with a mix of white, light grey, dark brown, light blue and saffron. The extravagant mustards of the carpets and the reds of the light fixtures and linens highlight the subdued palette of local materials. It’s a timeless elegance that applies to the rooms, the villas and the common areas. All furniture and objects have been designed by Christophe Pillet for various Italian and American furniture brands. For example, the lighting fittings were created by Mazzega and Oluce, the bathroom fixtures crafted by Fantini, the sinks are by Boffi and the chairs by Emeco.

To enhance the Mediterranean ambience created by the architecture and design, landscape designer Christophe Ponceau has created lush gardens with olive trees, palm and pine trees, mimosas as well as fig and lemon trees. The vegetation serves as a contrast to the buildings, breathing life into Christophe Pillet’s curvaceous and graceful design.

LIGHT MEETS SPACE

The Guestrooms

At Hotel Sezz Saint-Tropez, the rooms’ furniture is subtly conceived to enhance the perception of space. All of the hotel’s 37 guestrooms are at garden-level and are grouped around the main pool. In total, there are five bungalows of 30m², 30 cocoons of 40m² and two villas of 90m². Each of the guestrooms is individually designed and has an outdoor shower, its own terrace that leads out to the central pool or into a private garden. The villas are designed with a loft concept and are filled with airy, open spaces. They come with a private pool, two bedrooms and a separate sitting room.



SPECIAL WISHES ENCOURAGED

The Personal Assistant Concept

Some guests want to get into the hottest club and others may want to hire a private yacht. Lucky for them, Hotel Sezz Saint-Tropez has a Personal Assistant. The service begins at check in where guests enter an inviting and comfortable space instead of the usual “no-man’s-land” hotel reception. Here they meet their personal assistant who attends to their individual needs and wishes and ensures the best possible Hotel Sezz experience.

To get a head start on creating the perfect holiday for their guests, the personal assistant will also send out a pre-arrival questionnaire at the time of booking. For example: to book a treatment at Spa Sezz, choose the type of car they prefer to be picked up in and also request their favourite newspaper to be delivered to their room.

THE QUINTESSENTIAL CUVÉE

Restaurant Colette & the Dom Pérignon Bar

After establishing nine successful restaurants all over the world, Pierre Gagnaire returns to his French origins with the opening of Restaurant Colette at Hotel Sezz Saint-Tropez. Pierre Gagnaire, who trained under the renowned French chef Paul Bocuse, started his career in St. Etienne in France at the family restaurant “Le Clos Fleuri” and in 1998 was awarded three Michelin stars for his restaurant “Pierre Gagnaire” in Paris. This was followed by one Michelin star at “Gaya” in Paris in 2004 and two more stars for the hotel restaurant “Les Airelles” in Courchevel in 2010. He was also at the forefront of the fusion cuisine movement. Asked about his overall mission for running a restaurant, Gagnaire states that he wants to create a concept that is “facing the future but respectful of the past.”

At Colette, Pierre Gagnaire focuses on Mediterranean cuisine with products sourced from local suppliers. The menu ranges from fresh fish to grilled dishes. The casual atmosphere ensures a relaxed dining experience in the day, but in the evening the ambience in the restaurant changes to something more glamorous. With its chic interior and celebrated chef, Colette will no doubt become a favourite among both locals and hotel guests. The restaurant’s name is inspired by French writer Sidonie Gabrielle Colette, who was one of the most important novelists of the 20th century. In 1925, she settled down in Saint-Tropez and bought a house on Canebier bay close to the hotel.

In keeping with the sophisticated air of the French Riviera, Hotel Sezz Saint-Tropez has partnered with the champagne brand Dom Pérignon to create a stylish champagne bar next to the restaurant – the perfect place for a sunset cocktail or a warm digestif.



REJUVENATION ON THE FRENCH RIVIERA

Spa Sezz by Payot

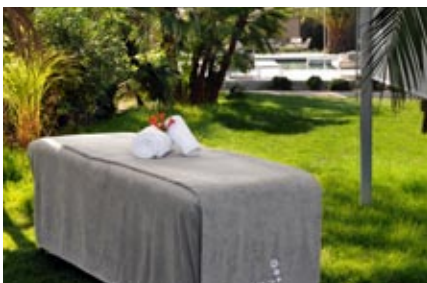
The Products

Developed in exclusive partnership with the French cosmetic brand Payot, Spa Sezz is the only spa on the French Riviera using Payot products. The brand's origins date back to 1927 when Dr. Nadia Payot used her medical background to create a range of natural cosmetics. At the Payot Institute in Paris new products are continuously developed and elaborated on the base of minerals, plants and roots. Following Dr. Payot's philosophy of revitalising the body and the soul, the brand combines skincare with sensory techniques to enhance relaxation and revitalisation.

At the Spa Sezz, both men and women can choose from a wide range of facial and body treatments. Facials include the Lift Absolu Ritual to firm and sculpt the facial contours and the Opti-Male Ritual to stimulate and purify the men's skin. For a full body massage, guests can choose the Slim Correction to refine the silhouette, a Relaxing Massage for decompression and well-being and the Liberating Massage to eliminate built-up tensions.

The Space

Spa Sezz by Payot features two indoor treatment rooms, one outdoor massage space, a Jacuzzi and a hammam (steam room). Stainless steel waterfall bath spouts and oversized square spa showerheads blend beautifully with materials typical of Provence: exotic wood and local sandstone tiling. With views of the Japanese garden, guests can experience the region's beauty from an entirely new perspective.



Going Green – Eco-Friendly Measures

Hotel Sezz Saint-Tropez takes environmentalism seriously and has incorporated a range of eco-friendly measures such as rainwater recycling, LED technology throughout the property and electric shuttles. The car parking is located under Eucalyptus carbon absorbent trees. Moreover, the hotel will add a soap and water recycling programme.

POLO GAMES & PICNICS

Living it up Saint-Tropez Style

Those longing to feel the sand between their toes needn't go far – the closest beach, Plage de Canebiers, is just 200 metres from the hotel. Guests needn't worry about venturing there on foot – Hotel Sezz Saint-Tropez provides electric shuttle cars as well as bicycles to go to the beach. The hotel staff can also prepare a special picnic basket full of delectable delights to enjoy by the sea. For those looking to travel in style, there is also an Ape Calessino, the Italian three-wheeler cult vehicle, to transport guests into the heart of Saint-Tropez, home to many upscale boutiques including Dior, Pucci and Louis Vuitton.

In the hope that his guests are as keen about Polo as he is, owner and avid Polo Player Shahé Kalaidjian has arranged entrance to games and training lessons at the Polo Club of Saint-Tropez/Gassin. The region also offers plenty of other outdoor activities such as scuba diving, sailing, boat shows and yoga. Starting in 2011, gourmets can participate in cooking lessons at the hotel to learn more about the secrets of Pierre Gagnaire's cuisine.



SAINT-TROPEZ

*Sparkling with Cosmopolitan Flair
& Authentic Village Charm*

Saint-Tropez's rich history dates back to 1892 when the painter Paul Signac decided to settle in the area, attracted by the natural beauty of the region. His villa La Hune soon became a popular meeting place for his friends Henri Matisse, Pierre Bonnard and Albert Marquet. Inspired by the play of colours, the deep blue sky and sea and the bright sunlight, the painting styles Fauvism and Pointillism were born. In the following years, famous writers like Colette and Antoine de Saint-Exupéry and cineastes like Marcel Pagnol and René Clair made Saint-Tropez their home.

In 1946 Parisian poets and thinkers such as Jean-Paul Sartre and Simon de Beauvoir discovered the region, along with several theatre and cinema actors such as Marlene Dietrich, Juliette Gréco and jazz musician Miles Davis. In 1956, Saint-Tropez became internationally known thanks to filming of several movies and series in the area.

Today, Saint-Tropez is popular with a stylish international crowd. Private beaches, excellent shopping, aperitif bars, famous night spots and nightclubs combine to make up this little town's large appeal.

Despite the glamour and festivities, Saint-Tropez remains one of the French Riviera's most authentic Provençal fishing villages with colourful alleys, a peaceful atmosphere, beautiful architecture and a rich heritage featuring the 16th Century Citadel and the famous Annonciade Museum. There are many events that go on throughout the year such as the International Polo Cup, Les Voiles de Saint Tropez and the Giraglia Rolex Cup.





INTRODUCING THE CREATIVE MINDS

behind Hotel Sezz Saint-Tropez

Shahé Kalaidjian, Owner and Hotelier

Shahé Kalaidjian, a classically trained hotelier and a polo aficionado, was born in Beirut and grew up in London. After his studies in hotel and business administration, his hands-on education began at hotel groups such as THF (Forte) and Thistle Hotels. Learning about service from the bottom up by working in pubs and restaurants, including a brief stint as a pizza chef, Shahé Kalaidjian's dream was always to "break the mold" and open a hotel with design as a key element.

For him, running a luxury hotel in the 21st century is not about teak finishes, cashmere throws on the bed or hand-blown Murano glass flower vases. „Luxury is no longer what it was in the 1980s and '90s," says Shahé Kalaidjian. "Today, the notion of luxury in my business is space and service. He doesn't care about the traditional formula for running a luxury hotel. If the old manner of doing things doesn't promote ease and unforced elegance, he comes up with creative ways to do things better.

His vision for the Hotel Sezz Saint-Tropez is equally simple: "I had in mind a hotel that corresponds to what I have seen in Asia. A place of gentleness and serenity. A place where elegance and sophistication are the rule. A place where space and service are incomparable. The Hotel Sezz Saint-Tropez is a sanctuary of well-being complemented by the natural bounties of light, air and wind," he says. Three masterminds helped him realise his dream: designer Christophe Pillet, who already partnered with him for the Hotel Sezz Paris, landscape designer Christophe Ponceau as well as chef Pierre Gagnaire.



Christophe Pillet, *Designer*

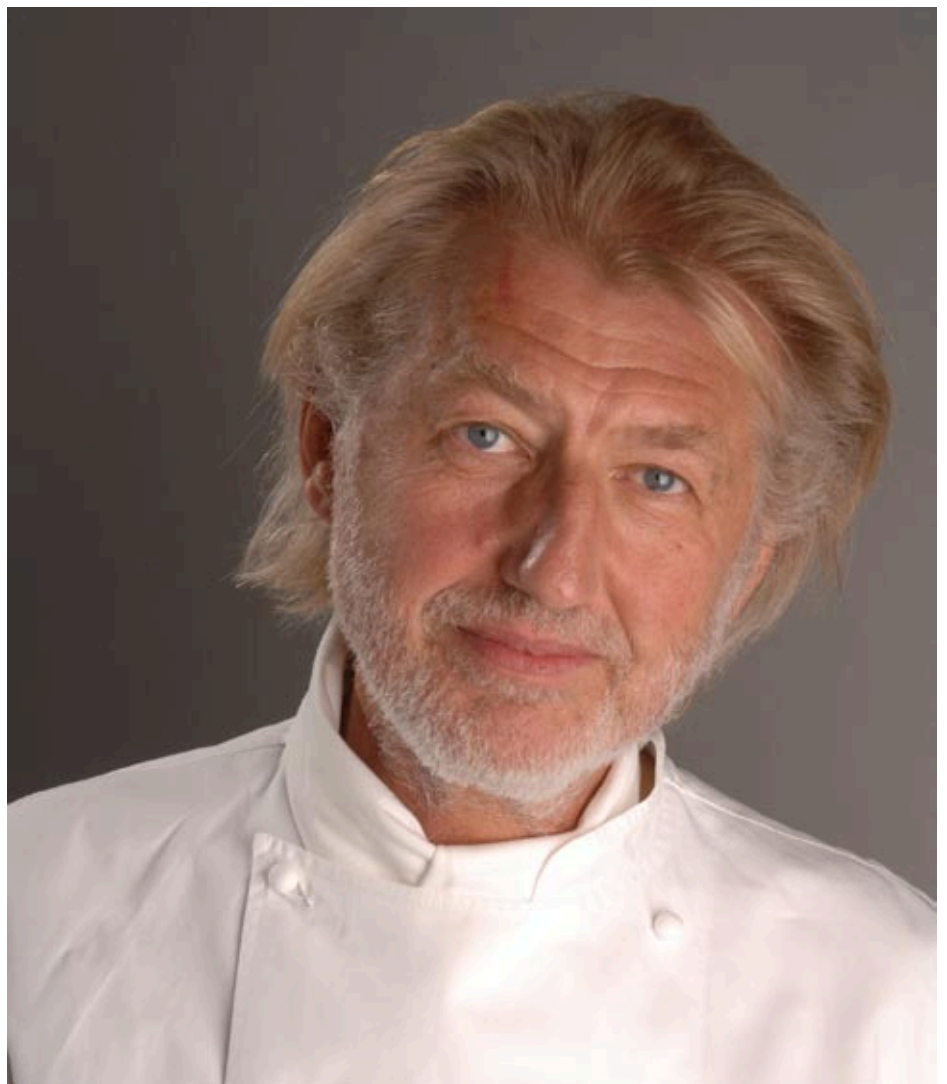
“The rock star of design,” as Kalaidjian calls him, received his Masters in Design from the prestigious Domus School in Milan, and made a name for himself working with powerhouse designers like Martine Bedin and Philippe Starck. He has been running his own studio out of Paris with a small team since 1994 and has worked in all of the traditional design categories including architecture, furniture and product design, interiors and set design. Pillet is also the director of design at Lacoste. In 1994 he won the acclaimed French award “Designer of the Year” from the renowned French trade fair ‘Maison & Objets’.

Christophe Pillet knows Saint-Tropez by heart. It’s where he designed the ‘Bar du Port’, one of the most popular spots in town. “I’m not creating what is commonly known as a ‘design hotel’, but a property with charm and personality. A hotel that immediately evokes the atmosphere of being in a family home,” he says. “Therefore, I designed furnishings which are timeless and well-crafted. They are equally suited to the public areas as well as to the guestrooms.”

Pierre Gagnaire, Chef

Stars are a familiar sight to Pierre Gagnaire. After earning three Michelin stars at his family-run restaurant Le Clos Fleuri in St. Etienne, three at Pierre Gagnaire in Paris, two at Les Airelles in Courchevel and one at Gaya in Paris, he's well on his way to even more stars with Colette at the Hotel Sezz Saint-Tropez.

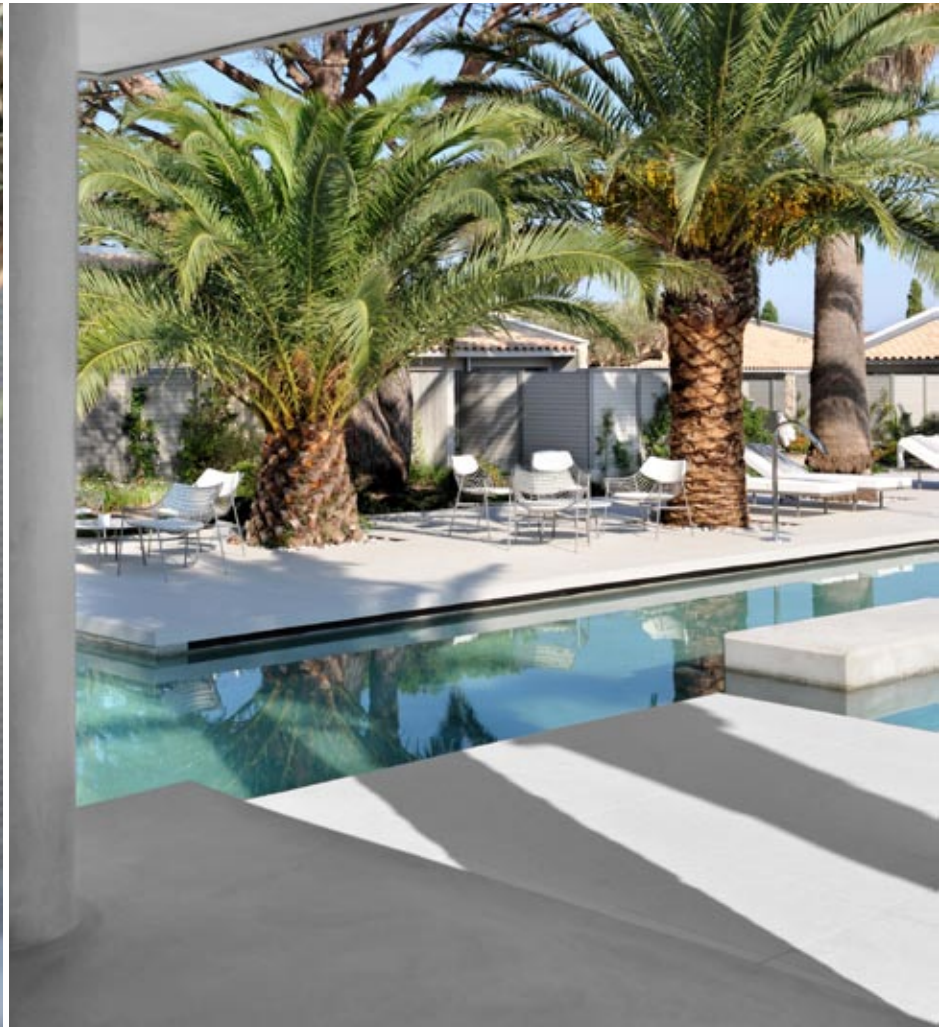
“My first encounter with Shahé was totally unplanned yet our compatibility was immediately evident,” said the starred Chef. Describing their shared vision for the Hotel Sezz Saint-Tropez he adds: “I had a sudden memory from my teenage years: it was of a Bouillabaisse, simple and delicious, homemade by fishermen on the beach. Kalaidjian and I both sensed that this was the essence of a lost story that should absolutely be re-invented and re-told.” In order to create only the best dishes at Colette, Gagnaire is surrounded by a great team of cooks, sauciers, patissiers and sommeliers. “Everything I do comes from my heart,” he continues. “Kalaidjian and I had the same dream for the Hotel Sezz Saint-Tropez: it all comes down to crafting an environment, a service philosophy, as well as cuisine that is about elegant simplicity.”



Christophe Ponceau, *Landscape Designer*

After graduating as an interior designer at the Ecole Boule in 1988, Christophe Ponceau went on to receive his diploma in architecture in 1995. At that time, he met landscape designer Gilles Clément. Together they created the gardens along the metro line in Lausanne for the first urban garden festival in 1997. It was then that he first discovered his passion for gardening. Following, Ponceau undertook several other projects to design public and private gardens throughout France and internationally, such as the Place Voltaire in Lyon and the French pavilion at the World Exhibition in Zaragoza in 2008.

“This is a magical place,” Ponceau says about the Hotel Sezz Saint-Tropez. “The land, the air, the climate and the sunshine – everything is in unity so that nature can unfold its full potential. In fact, the lush vegetation is already here, I just had to re-arrange and enrich it.” With laurels, pines, palms and eucalyptus trees Ponceau has created the epitome of a Mediterranean garden. The only exception is the Japanese garden next to the spa with a selection of horsetails, spikenard, faun and smooth brome grass.



FACTS

Hotel Sezz Saint-Tropez

Address

Hotel Sezz Saint-Tropez
Route des Salins
83990 Saint-Tropez
France
www.designhotels.com/hotel_sezz_st_tropez

Opening Date

July 2010 (*Seasonal Closings*)

Accommodation

37 guestrooms in total with private terraces among which 3 connecting rooms with private plunge pools and 2 villas with private terraces and swimming pools

Guestroom Amenities

Free WiFi
Free movies
Radio
Time to Tease goodies
Candles by Francis Kurkdjian
Mini bar
Safe
LCD flat screen
DVD player
iPod holder
Hair dryer
Towel heater
Flip flops
Bathrobes
Outdoor showers
AQUA DI PARMA body lotion, shampoo, hair conditioner, shower gel
Beauty kit, sewing kit, shoe shine, dental kit, comb, beauty set, shaving kit

Food & Drink

Dom Pérignon bar
Colette Restaurant *led by world-renowned chef Pierre Gagnaire*

Recreation

Spa Sezz by Payot
Outdoor swimming pool
Beach – 250 meters

Interior Designer

Christophe Pillet, CCCP

Rates

EUR 400 – 2,200

Reservations

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