



INTERIOR  
Text: Elina De Mont

# HOTEL LOU PINET



Over the past decades, Saint-Tropez has grown from a quiet fishing village into a very popular seaside resort where especially the beau monde likes to come for some much-needed relaxation. However, this does not mean that it has completely lost its authentic charm. In Hotel Lou Pinet you can still enjoy the peninsula today in all peace and discretion.

The atmosphere of the 60s and 70s reigns supreme at Hotel Lou Pinet. It is as if time has stood still in this boho-chic retreat. This is the Saint-Tropez that attracted many 20th century artists such as Marc Chagall and later celebrities such as Brigitte Bardot. Add to that all the modern comforts, a five-star service and peaceful surroundings and you know that this is THE place to enjoy the French Riviera in a unique and luxurious way. In a different way than most tourists who come here, we must say, but according to the Pariente family who took over the hotel in 2017, this is the only real way.

They brought together a team of people with a big heart for the Côte d'Azur to reinvent the hotel and in two years' time they were able to turn it into a unique place to stay that for many guests will feel like a second home. Architect François Viellecroze is known for his many projects in this region and his love for the authentic beauty and architecture of Saint-Tropez. He was able to modernise the partially protected historical site without detracting from the spirit and specific atmosphere of this unique place. So, there is still a complete harmony between the façade, the architecture and the surroundings. These green surroundings were designed by the well-known garden architect Jean Mus. He was able to restore the poetic authenticity of the site with some characteristic Provençal elements such as a lavender field. On top of that, it's not hard to look past the two impressive pine trees that have stood here for generations and give their name to the hotel, because in Provençal, they call this tree 'Lou Pinet'.

For the interior, the renowned designer Charles Zana was allowed to work his magic once again. Saint-Tropez is no stranger to him either, and he is a master at applying a Mediterranean style in which refinement and

discretion go hand in hand with the warm dynamics of art and culture. The result you see here is truly unique and we are only too happy to put such a project in the spotlight.

#### JUST LIKE HOME

Hotel Lou Pinet isn't the first venture by the Pariente family. Under the name 'Hôtels de famille' Patrick Pariente (founder of clothing brand Naf Naf) and his two daughters opened two other hotel concepts as well last year: Le Coucou in Méribel, part of the famous Les Trois Vallées ski area, and Hôtel Crillon Le Brave in Provence. Next year, a beautiful new hotel should also open its doors in the French capital and city of love, Paris. The values that the family-run busi-

ness speak for themselves, it's still worth the while to share some more interesting information about this hotel.

Shielded from all the hustle and bustle that characterizes Saint-Tropez at certain times of the year, Hotel Lou Pinet does everything in its power to offer you a unique experience. Mainly thanks to the interior inspired by the 60s and 70s, there is no typical hotel atmosphere, but rather a subdued yet welcoming and charming hospitality. An example is the way to access the 34 rooms and suites. This is not done with a modern - 'soulless' as they say in the hotel chain - magnetic card, but with a real key that enhances the homely feeling. What's more, each room has its own



ness incorporates into all its concepts provide a special experience every time: 'With a penchant for exceptional locations, bespoke service quality, friendly ambiances and a passion for contemporary art, Maisons Pariente was born out of a desire to explore a new and bold approach to hotel hospitality by adding a twist of zest, to host differently, as though at home, and to create a unique identity for each legendary place.'

We can hardly describe it any better ourselves and although the images you see here

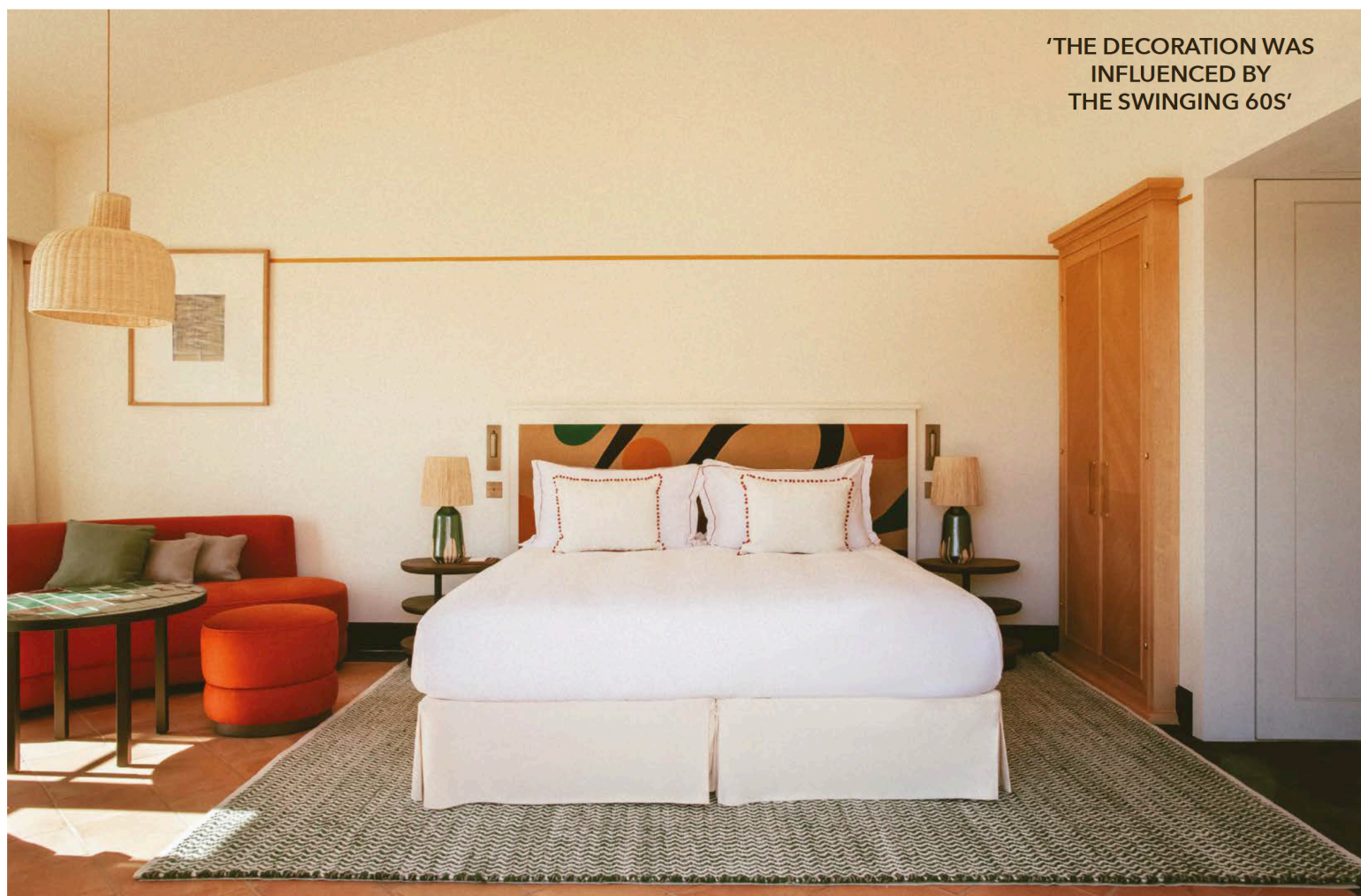
private garden, giving you a real feeling of being in your own personal space where you can enjoy life undisturbed and come together with friends and family.

#### MORE THAN A HOME

Of course the services and facilities are more exclusive and luxurious than you would normally experience in your own home, but there's nothing wrong with it being obvious that you are on a relaxing holiday. The concierge, also called 'master of golden keys' here, takes over the role of host and is happy



'THE DECORATION WAS  
INFLUENCED BY  
THE SWINGING 60S'





to share the most beautiful places and best experiences on the peninsula with hotel guests. These include a visit to the local markets, a tour of the vineyards, a boat trip to a deserted cove, etc.

Of course, it all starts at Hotel Lou Pinet itself, with the wellness, for example. This consists of two treatment rooms, a steam room and a fitness room that will bring you back to balance and make you forget the hustle and bustle of everyday life. You can also start the day with a yoga class in the garden. Throughout the day you can let yourself be pampered by the many delicious meals served with a Mediterranean touch.

That Mediterranean holiday feeling is mainly expressed in the beautiful interior. The entire hotel is shrouded in an atmosphere of relaxation, optimism and warmth. Originating from the south of France, top designer Charles Zana was the perfect person to take care of the interior of the hotel and to provide it with impeccable style and feeling. Many elements are a tribute to the golden 60s and 70s in which Saint-Tropez grew from a fishing village to the popular seaside resort and *place m'as-tu-vu* it is today. We see the periodic references mainly in the plates on the walls, the works of art (inspired by the 20th-century creations of, for example, Matisse, Calder and Picasso), ceramics and other decorative

objects, but also the colour scheme is a pleasant change from what we see in most modern luxury hotels today.

Imagicasa had the opportunity to ask the interior designer some questions about this exceptional project and what it means to him.

**WHAT MADE YOU DECIDE TO TAKE ON THIS ASSIGNMENT?**  
'First of all, it was question of friendship. The hotel belongs to the Maisons Pariente group and I had worked on their private home before they asked me to work on the Lou Pinet hotel project. We share a common taste and before the project began, together we worked on a book, like a project bible with references of our ideal Provence. Throughout the project we constantly referred to this book.'

**HOW DID YOU DETERMINE THE ATMOSPHERE OF THE HOTEL? WHY THE FOCUS ON THE 60S AND 70S?**  
'The Hotel Lou Pinet is situated on the edge of the village of Saint-Tropez, we wanted to create a hotel which was calm in contrast to the buzz and excitement of the centre of Saint-Tropez. With the beautiful garden, the hotel is a haven of calm. The 1960s decoration was influenced by the Saint-Tropez from its best period: the swinging 1960s.'

**HOW DOES DESIGNING A HOTEL COMPARE OR DIFFER TO THE INTERIOR OF A PRIVATE RESIDENTIAL PROJECT?**  
'With a residential project, an architect must work closely with a family. The project is a collaboration to find the best way to suit their needs. With a hotel, we work for someone who we don't know - there is no personal tie so one has to design a more codified and universal project to suit a variety of clients.'

**WHAT ARE THE CHALLENGES OF THIS KIND OF PROJECT?**  
'The Lou Pinet hotel had existed in the 1960s, it was later modernised and had a different name. The challenge with this project was to strip the hotel of the modern elements and find the soul of the previous Lou Pinet hotel and give an impression that it was a mythical historic hotel and not a brand new hotel.'

According to Imagicasa, a new icon is born here. The special atmosphere building on the past creates a timeless whole and we hope that a lot of guests (including ourselves) will be able to relax here for a long time to come.®



way in way out Maria Scarpulla



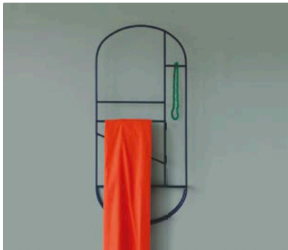
Joy Achille Castiglioni Zanotta



Totemtech 1 / 2 Mineta Maeda Bosa



584 Geoffrey Harcourt Artfort



Foldwork Valet StudioBerg



Omra tokyo Charlotte Perriand Cassina



Fresko Evgenij V. Pollantsev Emmemobili 0



Monolog Pieter Maes Ligne Roset



Assemble Destroyers/Builders Valerie Objects

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design furniture  
accessories  
lighting  
window decoration  
carpets

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complete design  
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