

HOTEL LOU PINET

Designed by Charles Zana, this hotel reflects the boho chic spirit of the legendary small village of Saint-Tropez, located on the French Riviera.

Brigitte Bardot, Françoise Sagan, Boris Vian, Juliette Gréco, Picasso, Matisse and Calder – among many other celebrities and artists – fell in love with Saint-Tropez for its beautiful natural light, Mediterranean vegetation, beaches with crystal clear water and vibrant nightlife. Today, the coastal town's charm still attracts travellers from all over the world.

Hotel Lou Pinet, member of Maisons Pariente, opened its doors last summer and was inspired by the authentic Saint-Tropez from the 1950s and '60s. Located only five minutes from the main Place des Lices, the property allows guests to enjoy the tranquil atmosphere but with restaurants, bars and shops within reach. In this hotel, which feels like a private house, time seems to have stopped.

Architect and interior designer Charles Zana – who has enjoyed vacationing in Saint-Tropez – focused on the natural light and regional tradition of decorative arts (including



LEFT
Hotel Lou Pinet takes guests to the glory days of '50s and '60s French Riviera.

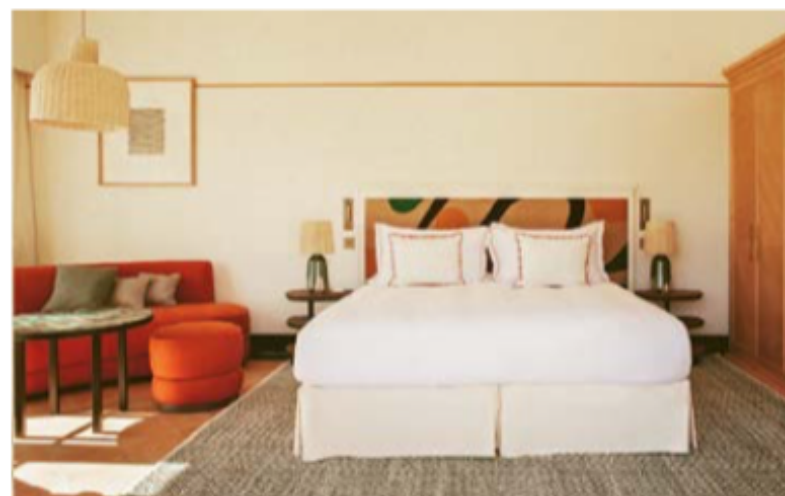
BOTTOM, LEFT
The interior is dominated by warm tone and playful splashes of colours.

BOTTOM, RIGHT
The guest bedrooms are decorated with vintage and handmade objects.

RIGHT
The cosy interior of the Beefbar restaurant features organic shapes and natural materials.

good to know

Hotel Lou Pinet is operated by a family-owned group Maisons Pariente, which also owns boutique hotels Crillon Le Brave and Le Coucou.



glass and ceramic works) to create refined and intimate spaces that pay tribute to the natural beauty and cultural legacy of the south of France.

A native of the world's perfume capital, Grasse, France, and internationally acclaimed for his Mediterranean gardens, landscape expert Jean Mus designed the exterior areas of Hotel Lou Pinet with typical plants from Provence as seen in the miniature lavender field and the herb garden.

The pine – "Lou Pinet" in Provençal dialect – was the source of inspiration for the hotel's visual identity. The peaceful landscape preserves the effervescence of Saint-Tropez and highlights its breathtaking light and shadow play. Featuring a large terrace,

the biggest hotel swimming pool in town, a meat connoisseur restaurant called the Beefbar, and an intimate wellness spa, the hotel transports guests to a paradise-like setting.

The hotel's interior spaces, including its 34 rooms and suites, flaunt the warmth and beauty of the handmade with vintage objects, sculptures and furniture with round shapes. The colours are mostly soft and combine with natural stone, linen, wood and terracotta, among other materials.

The cosy, discreet and bohemian atmosphere of Hotel Lou Pinet invites visitors to travel through time, and proves that the magic of Saint-Tropez is still alive. ■

📍 To learn more about Hotel Lou Pinet, visit www.loupinet.com.