

THE BYBLOS OF
SAINT-TROPEZ

PALACE

GROUPE  FLOIRAT

Places & Spirit



HOTEL BYBLOS, THE SOUL OF SAINT-TROPEZ ...

MYTHICAL, LEGENDARY... THIS RENOWNED GRAND HOTEL OF THE VAR CONCEALS BENEATH ITS YELLOW AND OCHRE FACADE THE ETERNAL SPIRIT OF THE SIXTIES. A MAGICAL LOCATION IN WHICH TO FIND REFUGE, A CELEBRATION OF ALL THAT IS GOOD IN LIFE.



THE VERY ESSENCE OF LUXURY...

That delightful sensation of setting down your suitcase and **feeling immediately at home**. Plumping up the pillows and cushions, straightening and smoothing out the bed linen, shifting the position of a vase just ever so slightly on the chest of drawers to suit your mood. Away from home, but totally at home; such a rare feeling, brought to you by Le Byblos.

A sense of family pride is what Antoine Chevanne, CEO of Groupe Floirat, seeks to cultivate and convey in each of the group's hotels, the four-star Les Manoirs de Tourgéville in Normandy, La Réserve in Saint-Jean-de-Luz and of course here at Le Byblos. All share the same philosophy : **the pleasure of simple living**.

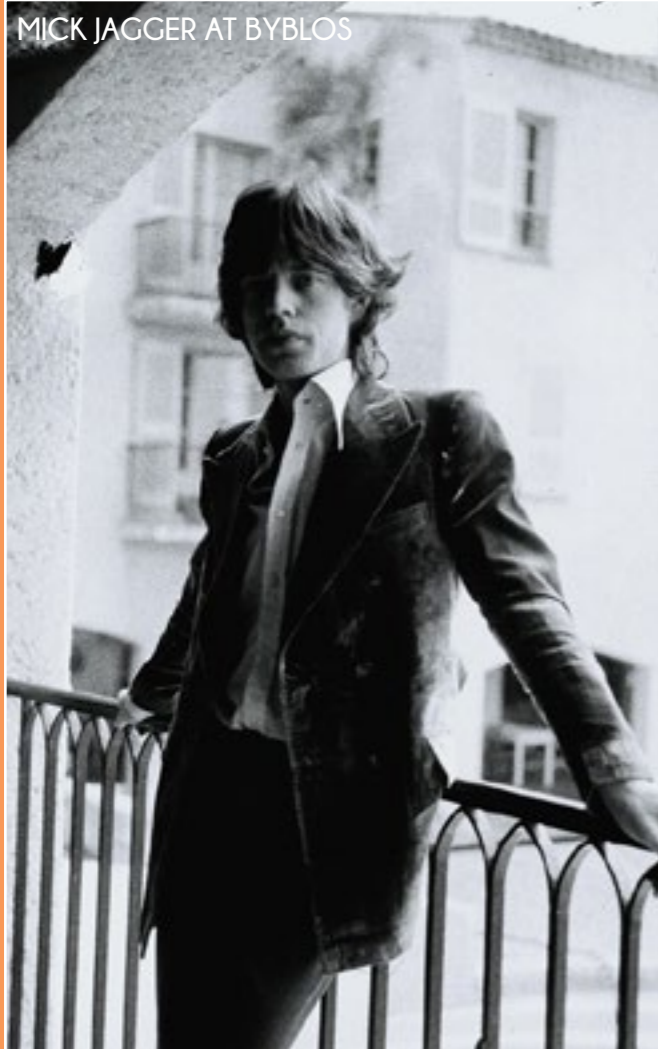
BEAUTY WITHIN BEAUTY...

Far-removed from the flashy, ostentatious luxury of the grand hotels of the Riviera, the tropezian palace located on avenue Paul Signac, with its air of a small Provence-style village, is hidden from prying eyes. . .

Away from the hustle & bustle and the lively games of pétanque on the Place des Lices, a profusion of wisteria at the entrance to avenue Foch provides visitors to Le Byblos with a foretaste of what is to come. . . A vast expanse of exuberant gardens awaits them, with a lush array of Mediterranean vegetation - a truly magical setting.

Ever since it opened in 1967, **Hotel Byblos has built and sustained a reputation as a cocoon of good living, a reputation that knows no bounds**.

Time seems to stand still here: around the swimming pool, in the 91 spacious rooms (including 50 suites), in the restaurant orchestrated by Alain Ducasse and his Head Chef Vincent Maillard, in the pulsating Caves du Roy, eternal symbol of tropezian night-life or in the serene setting of Spa Byblos by Sisley Cosmetics. Saint-Tropez would not be the same without Le Byblos. And what's more, this mythical location has so much more to offer!



MICK JAGGER AT BYBLOS



JACK NICHOLSON & CHER

ROMY SCHNEIDER



SYLVAIN FLOIRAT
VISIONARY FOUNDER OF GROUPE FLOIRAT



ANTOINE CHEVANNE
GREAT GRANDSON OF SYLVAIN FLOIRAT
AND C.E.O OF GROUPE FLOIRAT

MORE THAN A STORY – A LEGEND - UNDER GOOD FAMILY PATRONAGE...

Ah, the happy days of the 1960s, when freedom prevailed over taboos. The aura of Saint-Tropez shone throughout the world; a town famous for the eccentricities and the insolence of its cast of movie stars, painters, writers, singers and musicians. **In 1956**, a movie shot by Roger Vadim in its alleys and lanes immortalized the tiny fishing port and introduced Brigitte Bardot to the entire world in **And God created Woman**. From places far and wide, from the villas of Beverly Hills to the Lebanese coast, Saint Tropez drew large numbers of visitors in search of a new art de vivre.

Far away in Beirut's Excelsior hotel, its billionaire owner Jean-Prosper Gay-Para dreamed of building a palace worthy of the Tales of the Arabian Nights on the highest hill of Saint Trop', a grand hotel that would resemble the tiny port of Byblos, one of the oldest villages of Lebanon.

The story goes that he would thus be able to seduce Brigitte Bardot, with whom he had become

infatuated. After two years of titanic building work, the hotel opened its doors in the spring of 1967. Covering a total surface area of 5 500 square metres, it resembled a village dotted with small buildings topped with roof tiles from Rome and Genoa.

At the heart of the hotel, guests discovered several small shops, two restaurants and a nightclub, all contributing to the creation of the village atmosphere of **this hotel like no other**. This offbeat ensemble designed by a team of three architects, Auvrignon, Monnin and Sicardon, was inaugurated on 29 May 1967, under the patronage of the French actress Mireille Darc, whom the Lebanese billionaire had met at the Excelsior when filming scenes for George Lautner's and Michel Audiard's La Grande Sauterelle. The aforementioned BB, with whom he was still very much smitten, chose the opening night of his hotel as an ideal location to prolong her honeymoon with Gunter Sachs...

Heartbroken, but moreover tormented by the events of the Six Day War, Jean-Prosper Gay-Para never had the time to glory in the success of Le Byblos, having returned to Lebanon with one single obsession in mind, to sell up and to move on.

It is said that good fortune smiles on those who are born beneath a lucky star. One shining example of this dictum is **Sylvain Floirat**, a native of Perigord and a member of a generation of men who forged their own destiny. An apprentice boilermaker, he left his home village of Nailhac at the age of 15 to try his luck in Paris. Hired in a sheet metal workshop in Saint Denis, he devoted his evenings to the study of industrial design and accounting. His head teeming with ideas, he transformed the chassis of an old Ford Model T into an advertising medium, set up his own bus company «Les Cars Floirat» and, making good use of his aeronautical know-how acquired during the First World War, founded in 1946 the Aigle-Azur airline, linking Paris and Nice with flights to and from Le Bourget airport.

His first steps on the road to fame and fortune... From Breguet Aviation to Matra engines, from Europe 1 radio station to Télé-Monte-Carlo, from AZ records to the free newspaper «Un Jour», Sylvain Floirat founded an empire built solely on intuition and acumen. During a business trip to Lebanon, he met Jean-Prosper Gay-Para who urged him to make an offer to purchase Le Byblos. With no leaning towards the hotel business, Floirat blithely offered a random sum, believing that this would discourage the billionaire. To his great surprise however, his offer was accepted.

Taking as its emblem the abduction of Europa by Zeus, immortalized in a mosaic, **Hotel Byblos has for several years now been in the protective care of a family dedicated to guests' satisfaction and well-being**. Antoine Chevanne, the great-grandson of the visionary founder of Groupe Floirat, has now taken up the torch as Chief Executive Officer, with a declared intent to sustain the soul of Hotel Byblos in a warm and engaging atmosphere.



TRUE FRENCH LUXUR, WITH AN AT-HOME FEEL

After bathing in the glory of its four, and later five-star classification, **the Byblos was awarded «Palace» status in 2012, placing it among a select group of the finest hotels in the world.** A status that nevertheless takes nothing away from its vocation as a family home in which an air of freedom and joie-de-vivre reigns supreme, devoid of any outward signs of ostentation.

There is no formality in this temple of good living, where our regular, loyal guests rub shoulders with occasional visitors in a warm and friendly atmosphere. Pampered, cosseted, and well-attended, guests at Le Byblos immerse themselves in the family spirit cultivated by our staff members, some of whom have been with us for over thirty years, under the watchful, benevolent eye of Antoine Chevanne and his family. Quite an achievement when one considers the total expanse of this «village» housing no fewer than **91 bedrooms and suites.**



AN IDYLIC SETTING FOR A DREAM GETAWAY

Those who recall the legendary scenes of Gérard Oury's 1980 movie *Le coup du parapluie*, starring Pierre Richard, will instantly recognize the fine mosaics produced by Roger Capron, leader of the ceramic revival in Vallauris, where he opened the Callis workshop in 1946.

Commissioned by the architect Philippe Sicardon, Capron engineered for Hotel Byblos a brand-new earthenware material, grès grand feu, which he used to line the dance-floor of the Caves du Roy. Two other ceramic artists brought their talents to bear on the walls and floors of the hotel's many corridors.

Not to be outdone, the former poster artist Derval, a keen enthusiast of religious themes and Greek mythology in particular, produced a large-scale mural that became the Byblos emblem.

All these masterworks of the artists of the Vallauris school, **much in fashion during the 1960s thanks to Pablo Picasso**, have resisted the passing of time, their colours remaining just as flamboyant as ever.

Following an initial extension in 1985 and the creation of a new wing christened «La Bastide» along with a new annex building named «Le Hameau», the rooms and suites have been completely transformed over the years.

In a spirit of permanent evolution, the refurbishments carried out each year have constantly raised the bar in terms of comfort. Indeed, the very latest suites located in Le Hameau have ushered in a new generation in terms of snug and cosy accommodation.

Ignoring the dictates of fashion, the bedroom interiors designed by Mireille Chevanne, President of Byblos, are made up of charming details that enable guests to feel as if they are in their very own private holiday home.

The epitome of refined elegance, each room is draped with material hand-picked by Mireille Chevanne and bearing the signature of some of the greatest names of the textile world: Manuel Canovas, Pierre Frey, Osborne or Jane Churchill. Flowers, stripes, vintage prints and trompe-l'œil designs contribute to the charming & cheerful atmosphere to which only Le Byblos holds the secret.

On the eve of its 50th anniversary in 2017, and taking advantage of the six-month winter break, Hotel Byblos is gearing up for a major refurbishment of its largest suite, the 180 sq.m Riviera, in collaboration with a famous Italian luxury design studio that has long devoted itself to setting fashion and lifestyle trends...



PLEASURES OF THE PALATE AT RIVEA AT BYBLOS BY ALAIN DUCASSE

Just as the Spoon restaurant concept launched worldwide by Alain Ducasse and present at Byblos from 2002 to 2012 succeeded in shaking up sampling and tasting habits, **Rivea at Byblos** is once again introducing a whole new approach to culinary enjoyment. Jointly devised by Antoine Chevanne and Alain Ducasse and brought to fruition by the Italian designer Antonio Citterio, this new creation is **reinventing the restaurant experience for the 21st century.**

Just imagine the scene... an open-plan kitchen allowing guests to follow the smooth, seamless choreography of the chef and his team, an immense **terrace with centuries-old plane trees...** This renowned designer with a penchant for ultra-modern renovation of former industrial sites has, with the complicity of the Chevanne family, succeeded in endowing the Rivea with **a charm that is both traditionally**

authentic and resolutely contemporary.

On the menu, a glamorous, gourmet experience awaits diners, orchestrated by **head chef Vincent Maillard.** Having finely honed his culinary skills under Alain Ducasse at the latter's Louis XV restaurant in Monaco, this native of Burgundy fell in love with Mediterranean gastronomy. He artfully crafts simple dishes made from the finest local produce which he sources himself at the crack of dawn from producers who have reacquainted themselves with ancestral techniques in order to get the very best from their soil.

More than a gourmet stroll, this is a genuine voyage for guests' taste-buds, from the far-flung corners of Provence to the region of Nice, from Liguria to Piedmont. With produce from land and sea, the flavours and aromas delicately combine and come together in delightful dishes to enjoy in good company.



COOKERY LESSONS AT RIVEA AT BYBLOS

Every Tuesday and Saturday morning, in the bubbling and bustling market on Place des Lices, **Vincent Maillard**, Rivea's head chef, invites lovers of good food to come and watch and learn.

His baskets filled with produce bursting with the flavours and aromas of the South, the lesson can begin. . . Fruit and vegetables grown by Yann Ménard, a market gardener from Cogolin who is a disciple of integrated farming. Shellfish caught by Ariel Volland, one of the last two remaining fishermen in Saint-Tropez. Seabass, scorpion fish and squid from Sovio.

A lover of all that tastes good, Vincent Maillard takes great pleasure in sharing a selection of his many culinary secrets.



INFINITELY BYBLOS

For those who prefer to lounge by the lagoon-blue swimming pool rather than jostle with the crowds outside, time comes to a standstill at the water's edge. From the bar of the poolside restaurant, Le B, located right at the heart of the hotel, the attentive waiters respond to guests' every wish: full meals, cocktails or tasty snacks are served at any time throughout the day.

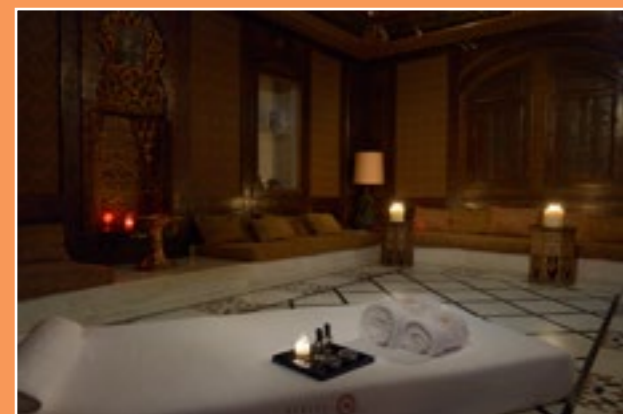
In the evening, for an informal dinner or a tasty appetizer, guests can try our selection of luxury finger food, Byniz, inspired by tapas, antipasti and mezze, and sampled by candlelight with live music playing in the background.



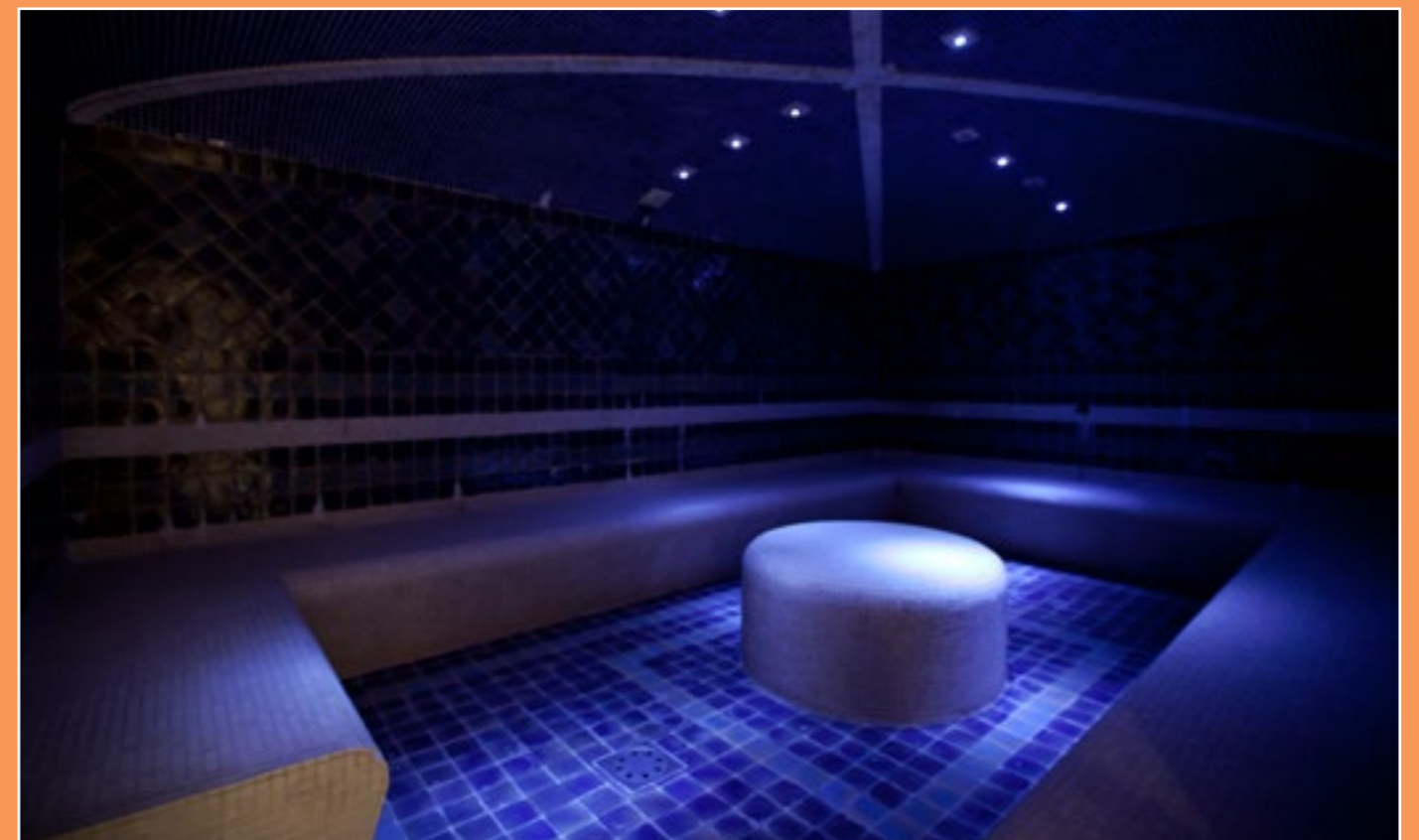
Specially selected by the Chevanne family, the renowned **Sisley** brand has made an enticing entrance into the hotel world. For guests seeking serenity and well-being, the five spa cubicles present a palette of powdery, soothing colours, with shades of blue, brown and yellow, offering a promise of total relaxation.

The authentically luxurious product lines and **exceptional skincare treatments**, some specially created for Le Byblos, contribute to the creation of a unique sensation of well-being, for both women and men alike. After a beauty care session, a spell in the hammam or relax and unwind on the patio.

The jewel of the Spa is undoubtedly the **Lebanese salon**. Today an integral part of the ensemble, this incredibly beautiful room, steeped in history, has been rebuilt piece-by-piece, stone-by-stone, each item lovingly brought back from Lebanon.



Embark on an oriental voyage amidst crafted wood panelling encrusted with mother-of-pearl, green, white and black marble columns and divans upholstered with precious fabrics. . . A further architectural surprise is to be found in the **VIP suite** reserved for couples, boasting stones from Jerusalem along with mashrabiya lattice-work panels - for seeing without being seen - along with a private hammam. Could this perhaps be the ultimate experience in terms of shared indulgence ?



ORIENTAL WELL-BEING AT SPA BYBLOS BY SISLEY COSMETICS

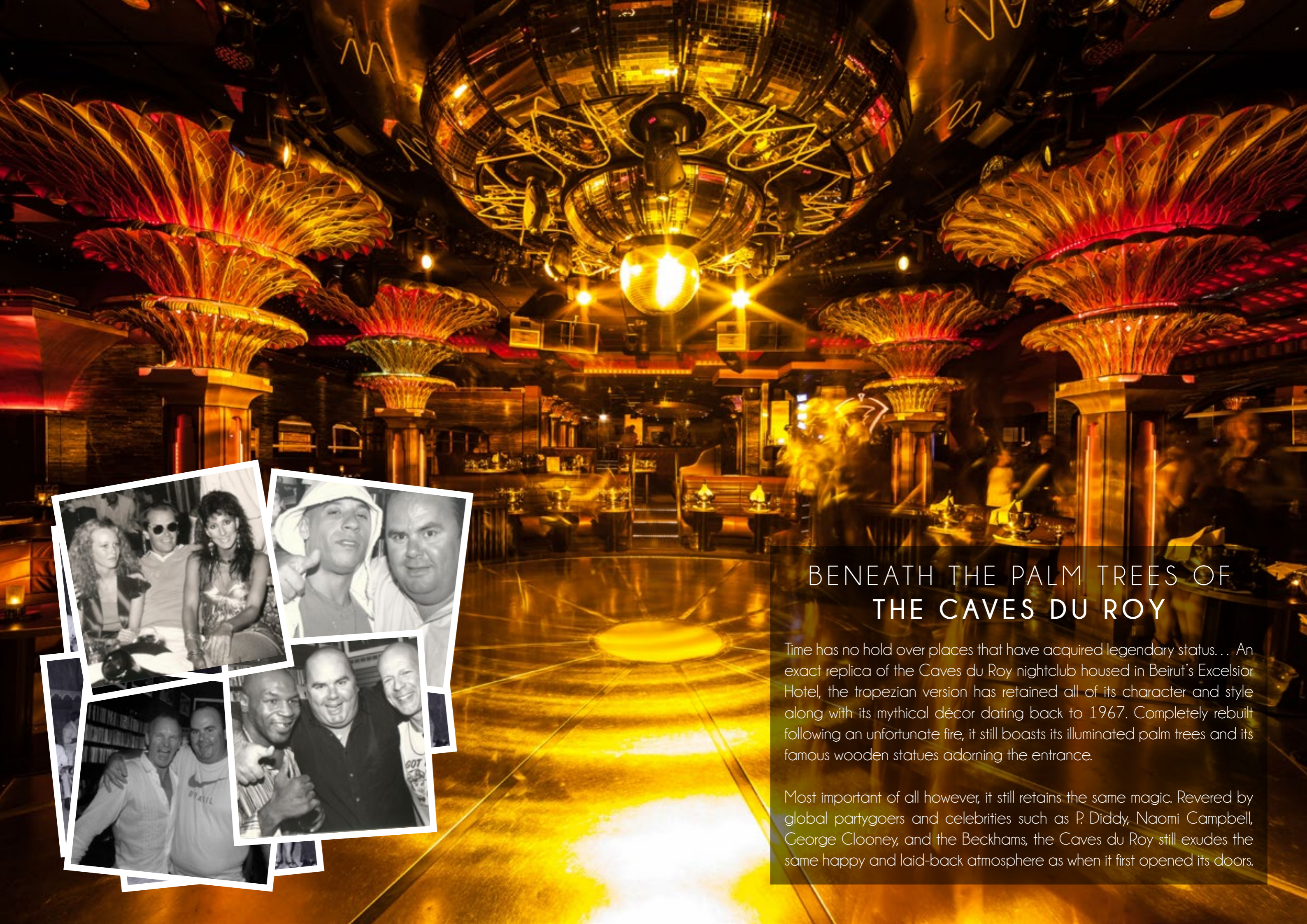
LA CAPILLA, THE BYBLOS VILLA

Le Byblos also offers guests the possibility of staying at La Capilla, a luxurious villa located a few kilometres from the hotel and just a stone's throw from Tahiti beach.

Nestled in 900 square metres of private grounds and with a highly welcoming interior design, accommodation is provided in three luxury en-suite bedrooms, one other independent bedroom and numerous spacious living areas.

Below the terrace, the heated swimming pool is surrounded by lush vegetation including olive and lemon trees, oleanders and bougainvilleas. In this delightful holiday home, available to rent from spring through to autumn, guests may benefit from the entire set of services provided by the hotel: concierge, housekeeping, home chef, cleaning & maintenance. . .





BENEATH THE PALM TREES OF THE CAVES DU ROY

Time has no hold over places that have acquired legendary status. . . An exact replica of the Caves du Roy nightclub housed in Beirut's Excelsior Hotel, the tropezian version has retained all of its character and style along with its mythical décor dating back to 1967. Completely rebuilt following an unfortunate fire, it still boasts its illuminated palm trees and its famous wooden statues adorning the entrance.

Most important of all however, it still retains the same magic. Revered by global partygoers and celebrities such as P. Diddy, Naomi Campbell, George Clooney, and the Beckhams, the Caves du Roy still exudes the same happy and laid-back atmosphere as when it first opened its doors.

THE BYBLOS ADDRESS BOOK

01. PANORAMIC VIEWS FROM SAINTE-ANNE'S CHAPEL

Easily accessible on foot from the town centre by a path overlooking the sea. Surrounded by cypress, pine and oak trees, this is the perfect setting for scanning the rooftops and streets of Saint-Tropez in peaceful silence.

02. MUSÉE DE L'ANNONCIADE

This museum founded in 1922 is an absolute gem. Paul Signac, a great lover of Saint-Tropez, invited all his artist friends to contribute works: Matisse, Bonnard, Braque, Dufy, Maillol... Open every day except Tuesday.

2, RUE DE L'ANNONCIADE, PLACE GRAMONT
+33 (0)4 94 17 84 10

03. MARKET DAYS AT PLACE DES LICES

Every Tuesday and Saturday morning, the pétanque players on Place des Lices give way to an assortment of market gardeners, clothes sellers, florists and purveyors of various discount goods for the great pleasure of residents and tourists alike ...

04. L'ALLAMANDA AU PIED DU BYBLOS

A delightful curiosity shop in which one can spend endless hours. Fashion, art deco, jewellery...a highly select collection of items.

9, AVENUE DU MARÉCHAL FOCH • +33 (0)4 94 97 14 95

05. THE TINY CAVAZZA PASTRY SHOP

The members of the Cavazza family, natives of Toulon and Marseille, have been enchanting gourmets since 1933 with their traditional slices of tropezian fig rolls, croissants with pine kernels and crispy, crunchy chocolate morsels.

21, RUE GEORGES-CLÉMENCEAU • +33 (0)4 94 97 83 53

06. LES GALERIES TROPÉZIENNES

A chic & elegant bazaar, this store on rue Gambetta is a mainstay of good taste. A temple of worship to everything that never goes out of fashion, from deckchair canvas to cotton reels, designer espadrilles by Marc Berthier, Upla bags, genuine Panama hats or immaculate white hammam towels. . .

82, RUE GAMBETTA • +33 (0)4 94 97 02 21

07. SANDAL SPECIALISTS

Hand-made from leather tanned with oak bark since 1927, Rondini's Tropezian sandals are eternal.

16, RUE GEORGES-CLÉMENCEAU • +33 (0)4 94 97 19 55

08. LE LAVOIR, WHERE TIME HAS STOOD STILL

Close to Place de la Garonne, Cécile André runs the rule over this former washhouse, now a living museum of lace petticoats and headwear worn by the female villagers for the Bravades, an annual festival celebrating the history and traditions of Saint-Tropez. You can still sense the aura of Brigitte Bardot or Françoise Sagan, who would turn up barefooted at any time of the day or night to bring in their dresses, skirts and blouses for a clean. . .

16, RUE SIBILLI • +33 (0)4 94 97 04 28

09. TALISMAN, THE PUREST EXPRESSION OF CHARM

ONE OF THE VERY BEST ADDRESSES FOR SUMMER OUTFITS OR CHIC BOHEMIAN WEAR.

3, RUE QUARANTA • +33 (0)6 81 84 85 87

10. MEET YOU ON THE TERRACE AT SÉNÉQUIER

One can happily while away the hours on the red canvas armchairs, sipping a Spritz and nibbling on a bar of nougat at the most popular French café of Saint-Tropez. 130 years and counting. . .

QUAI JEAN JAURÈS • +33 (0)4 94 97 20 20

BYBLOS SUMMER PARTY...

Each year, when July comes around, Le Byblos is undoubtedly **THE place to be!** For one night only, the famous tropezian palace and its Caves du Roy nightclub play host to internationally-renowned musicians for a unique show in and around the hotel with an audience made up of celebrities, friends and loyal guests! George Benson & DJ The Avener in July 2015; Nile Rodgers & Chic in July 2014 and Mika and the DJ Breakbot duo in July 2013... it goes without saying that a ticket to the Byblos Summer Party is the most sought-after item on the Riviera in summer.



HÔTEL BYBLOS *** / TROPEZIAN PALACE**

20, Avenue Paul Signac 83 990 Saint-Tropez
+ 33 (0)4 94 56 68 00 - saint-tropez@byblos.com
www.byblos.com - www.lescavesduroy.com

2016 SEASON

Open from 20 April 2016 to 10 October 2016

HOTEL

91 rooms, including 50 suites.

CAVES DU ROY OPENING TIMES

From 22 April 2016 to 1 October 2016
Every evening in July & August
Easter weekend from 25 - 27 March 2016

CHEF

Vincent Maillard

CONSULTANT-CHEF FOR RIVEA

Alain Ducasse

SERVICES

Restaurants Rivea at Byblos & the B.
Spa Byblos by Sisley Cosmetics
Fitness room
Meeting room
Nightclub Les Caves du Roy
Villa Capilla
24/7 « Clefs d'or » concierge service
Limousine & helicopter transfers on request

Digital visuals available on request

FOR PRESS ENQUIRIES PLEASE CONTACT

Peretti communications

Victoria Henson or Ailsa Cargill
victoria.h@peretti.com / ailsa.c@peretti.com
+44 (0)207 244 1930