

LILY OF THE VALLEY

Wellness & Art de Vivre

A HOTEL IN AN EXCEPTIONAL LOCATION

Gigaro's untamed wilderness...

A few steps away from Saint-Tropez, *Lily of the Valley* takes up residence in the preserved landscape of the Cap Lardier estate. A protected area, this well-kept secret is the green lung of the Côte d'Azur. It melds with Gigaro's 5km of fine sand, a discreet beach remaining untouched, which is among the largest in the region.

...and the effervescence of Saint-Tropez

The unique setting of Lily of the Valley is a stone throw away from the exhilaration of Saint-Tropez: the lively beaches of Pampelonne and the sunlit terrace of Sénéquier are only a few minutes away. Lily of the Valley embodies the charm of Provence with its riches and its proximity to the mythical cities of the French Riviera: Nice, Cannes and Monaco.



A WARMHEARTED HOTEL DESIGNED BY PHILIPPE STARCK: THE FRENCH WAY OF LIFE

In this unique location, Philippe Starck has imagined a refuge, a shelter in the heart of a natural environment that keeps its rights and unleashes its power. "Creation must inhabit its environment without disrupting it" is the mantra of the designer as well as the requirement he has imposed on himself.



This is how he conceived Lily of the Valley, as a hotel that does not impinge upon nature but rather adapts to it. Inspired simultaneously by Babylon's hanging gardens, the architecture of Provençal abbeys and the design of Californian villas, Philippe Starck has designed forty-four rooms and suites that combine comfort, culture and generosity. Each key gives access to a 37 to a 115m² space, always extended by a large private terrace. Within the park's luxuriant vegetation, nature reasserts itself over stone buildings that

seem to have been there forever. Raw yet luxurious, the materials intertwine: polished marble complements solid wood, raw concrete blends with natural leather.

Yet *Lily of the Valley* is at the same time, constantly and eminently modern. Steeped in the natural refinement of the French Riviera, its fantasy, its taste for lightness, its culture and its elegance. *Lily of the Valley* is the promise of a homecoming devoid of nostalgia. A decidedly French project because it is heartfelt, spiritual and, in everything, in every moment, celebrating pleasure and joy. Open all year round, it is a warm and welcoming hotel, where one is free to let their day evolve according to their desires, spending the morning with a book, on a sunlit terrace, and the evening, sunk into a deep sofa,

A HOTEL DEDICATED TO WELL-BEING AND FITNESS

Luxury of the essential...

Lily of the Valley is not only a five-star hotel on the Riviera. Its owners – whose roots run deep in this particular place – intended it as a haven of peace where one comes less to show oneself than to rediscover oneself.

Therefore, no compromise is made on the quality of the services. *Lily of the Valley's* personnel, recruited from among the best, go to the heart of the matter, with discretion and courtesy. Forget the superfluous, the anecdotal, here you will only find a constant search for excellence and perfection in simplicity. Moreover, a rare occurrence, *Lily of the Valley* has joined the very closed circle of Leading Hotels of the World before even opening.



At *Lily of the Valley*, it is possible to find refuge all year round. To discover the incomparable light of the late fall, the mildness of winter, the poetry of spring in this region...

The setting lends itself to all four seasons, notably thanks to the main restaurant, the "Vista", as its name suggests, entirely facing the bay and the spectacular view offered both in the bright midday sun and at simmering dusk. Within its different areas, meals are served at any time of the day in order to respect one's freedom and rhythm. From having breakfast by the pool facing the sea, to ordering one last drink after dinner, in one of those intimate and warm atmospheres that are a hallmark of Philippe Starck.



...in a sporting, professional and caring environment

Lily of the Valley is one of the few destination hotels in this region: one may come across it because of its location in idyllic and world-renowned settings, but it will become a cherished and remembered address, because it will be much more and it will be different than an accommodation, however refined and luxurious it may be.

Lily of the Valley appeals to both the senses and the mind and sets the notions of balance, harmony, benevolence and fullness at its core.

Within all its spaces and in each of the services it offers, *Lily of the Valley* rolls out and offers a unique combination of its fitness and health benefits, through which it innovates and stands out in the luxury hotel industry in France.



In the "Village", coaches are devoted to build, with their clients, expert and tailor-made care programmes (weight loss, detox, smoking cessation, etc.). One can discover or deepen their practice of sporting activities (fitness, pilates, cycling, etc.) as well as spiritual activities (yoga, ayurveda, reiki, etc.). The "Village" is also where consultations with dieticians and qualified therapists are offered, providing a wide range of treatments at the crossroads between holistic medicine, the most innovative techniques and ancestral therapies.

This 2,000 m² area dedicated to sport and well-being is equipped with its own outdoor swimming pool, two saunas, a snow shower and a vast hammam. There is also a restaurant where the pleasures of eating and sharing converge with the desire to uphold a healthy lifestyle, as demonstrated by the many vegan and vegetarian options available.