

la réserve A LA PLAGE

A CHIC NEW PAMPELONNE STOPOVER

On the most iconic beach of the Saint-Tropez peninsula, Michel Reybier – founder of the La Réserve establishments – has created **La Réserve à la Plage**, in cooperation with designer Philippe Starck.

From April 18th 2019, **La Réserve à la Plage** reinvents the original spirit of Saint-Tropez.

THE RELAXED VIBE of a charming cabana

On Pampelonne beach entirely redesigned to recapture its forgotten wild beauty, **La Réserve à la Plage** echoes these exceptional natural surroundings. Bar, restaurant, beach shop and sunbathing from morning to night... Michel Reybier wanted a charming, friendly place with a family atmosphere, a far cry from fleeting trends and attuned to his values of authenticity.

"La Réserve à la Plage is a place of elegance, created from the sheer charms of life, from the best that humankind can provide. Dreams, desires, memories of happy days, of sleeping in the shade, watching the boats pass by and laughing with friends. Every detail is of extremely high quality, with a unique creative intention, both personal and timeless. La Réserve à la Plage is the return to the true spirit of Saint-Tropez – carefree, playful and where anything is possible. It's the future classic." Philippe Starck

Amid this chic bohemian atmosphere, a few surprising details recall the heady pop-art vibe of the original Tropezian myth. This place is a veritable invitation to dream: filled with desires, memories and objects left behind by all the people who have experienced joyful beach time moments. Bright colors accentuate the purity of the natural materials in these surroundings filled with warmth, light, smiles, love, stories... and the story of La Réserve.

SUNNY LUNCHTIME FLAVORS

Designed by Eric Canino, Executive Chef of the Michel-starred La Voile restaurant at La Réserve Ramatuelle, with the help of Nicolas Cantrel, chef of **La Réserve à la Plage**, the menu celebrates generous and fragrant Mediterranean cuisine with its ethos of sharing and freshness. The wood-fired barbecue turns the spotlight on beautiful pieces of meat and freshly caught grilled fish, accompanied by vegetables enhanced with local aromatic herbs, some of them straight from the hotel's vegetable garden.

A chance to transition seamlessly – and barefoot – from warm sand to patina parquet flooring in order to share a few tapas or a friendly lunch facing stunning views sums up a particularly beautiful vision of summer happiness.

At the end of the day, the atmosphere turns more festive, with music and champagne to savor the gentle mood of the moment, feet in the sand, head in the stars, eyes gazing across countless shades of blue... An ideal stopover before moving on to the hectic Saint-Tropez nightlife.

Route de l'Epi - Pampelonne - 83350 Ramatuelle - France

Open to all, from mid-April to mid-October

Daily from 11am to 8pm in high season, may be privatized in the evening on request

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PRESS CONTACT

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About
MICHEL REYBIER

Rare, unique places where one feels at ease; unforgettable experiences savored in a simple natural way; extraordinary products secretly revealed... Michel Reybier is determined to offer the best. His name has become a label, a signature, yet he is above all attached to the club spirit that exists only through the contentment experienced by his guests and clients. A club that discreetly cultivates the essential values of excellence, authenticity and simplicity.

In his own words:

"My wish is that each of my guests, well-known or unknown but always acknowledged, should feel at home while being elsewhere; that they may share in an art of living filled with extreme refinement and delightful moments.

The discovery of an exceptional wine, a personalized spa program for an enhanced and longer life, a small kindness, a meaningful gesture... Each detail counts and contributes to creating the desired atmosphere of a club one is keen to enter and where spending time is a true pleasure."

Hospitality, wine, health... Michel Reybier has developed his activities in these three high-end fields, driven by a desire to create a global brand while preserving the dynamic and supple attitude of a company with a human dimension.

About
PHILIPPE STARCK

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of "democratic design".

By employing his prolific work across all domains, from everyday products (furniture, a citrus-squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in "middles of nowhere".

www.starck.com / Facebook @StarckOfficial / Instagram @Starck

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