

HÔTEL BELLES RIVES



JUAN-LES-PINS - CAP D'ANTIBES



## CAP D'ANTIBES - JUAN-LES-PINS

A HOTEL FROM THE BELLES RIVES COLLECTION

33, Boulevard Edouard Baudoin - 06160 Juan Les Pins - Cap d'Antibes - France  
T. +33 4 93 61 02 79 - [info@bellesrives.com](mailto:info@bellesrives.com) - [bellesrives.com](http://bellesrives.com)



# ART AND LEGENDS





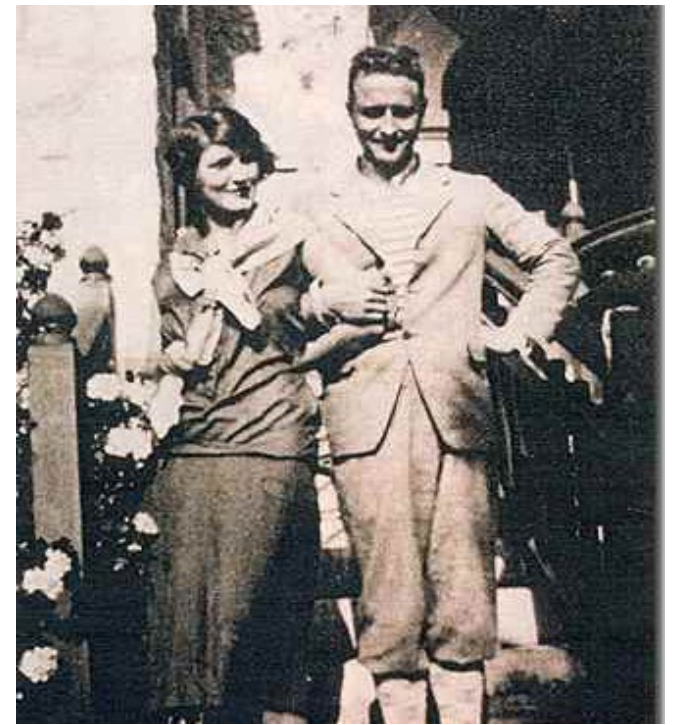
# THE LEGEND OF THE FITZGERALDS



The story of Belles Rives begins with a discovery: the Lost Generation — a disillusioned youth and a group of artists shattered by the First World War — falls in love with the South of France and, in doing so, gives birth to the myth of the French Riviera.

At the forefront of this American literary wave between the wars, F. Scott Fitzgerald and his wife Zelda arrived on the Riviera in 1925. Captivated by the charm of a seaside home called “Villa Saint-Louis,” nestled in a cove on the Cap d’Antibes, they decided to settle there.

It was in this very place that Fitzgerald would write his masterpiece *Tender Is the Night*, turning Villa Saint-Louis into a haven for wealthy Americans drawn to the allure of glamorous parties and the joys of sea bathing.



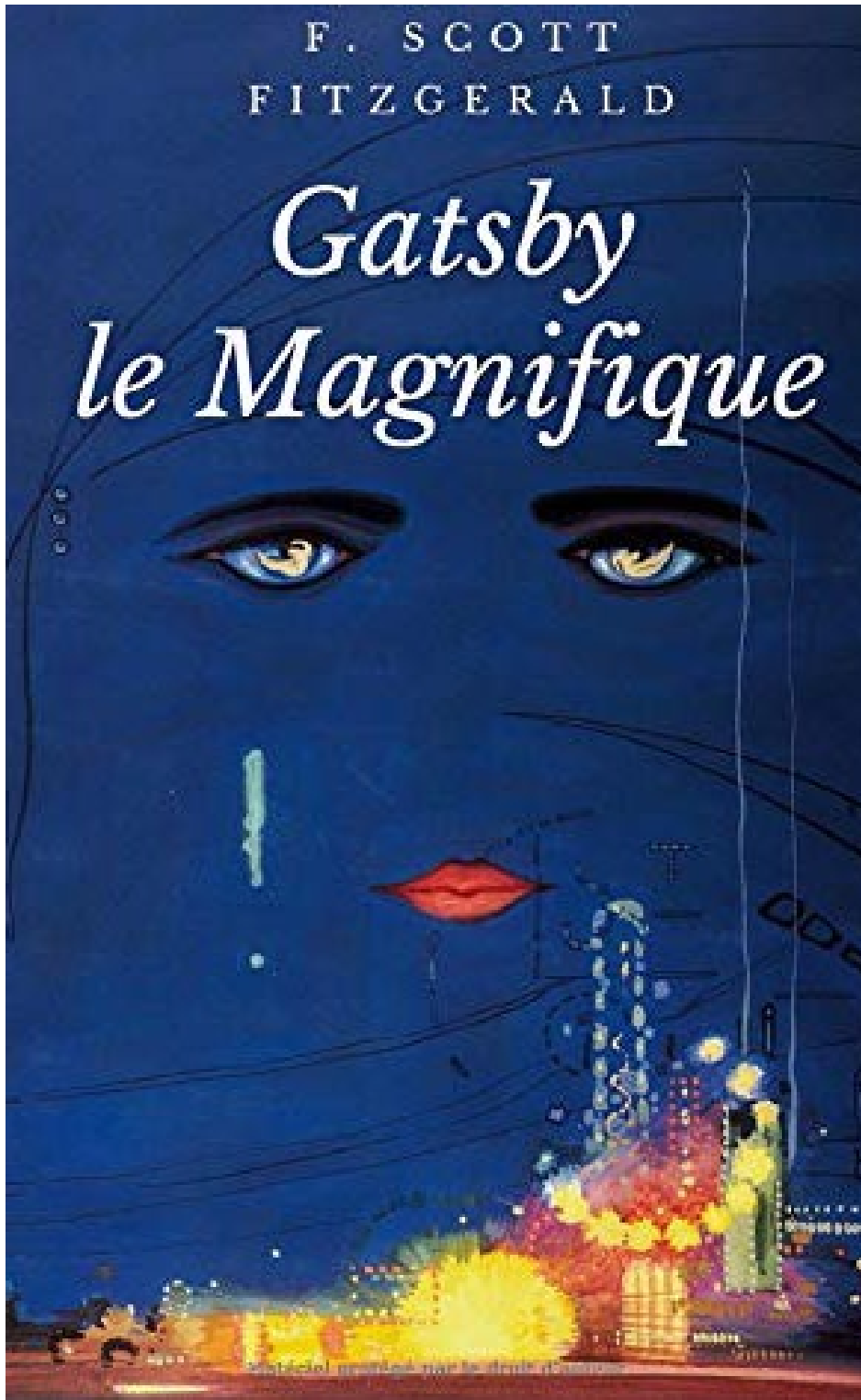
The time spent on the Riviera would later serve as inspiration for *The Great Gatsby*, where one can imagine this flamboyant couple hosting lavish soirées on a seaside terrace, surrounded by celebrities like Rudolph Valentino, Ernest Hemingway, Frank Jay Gould, Maurice Chevalier, and Pablo Picasso — with that ever-mysterious green light glowing on the horizon.

A life of late nights, champagne, extravagance, and gentle decadence... The Fitzgeralds helped transform Juan-les-Pins into a fashionable social hotspot, where the jet-set of the era came to indulge in carefree pleasures while embracing a bold vision of modernity.

In 1929, this storied villa would become the Hôtel Belles Rives.

F. SCOTT  
FITZGERALD

# *Gatsby le Magnifique*



## CELEBRATING 100 YEARS OF THE GREAT GATSBY

In 2025, we celebrate the 100th anniversary of *The Great Gatsby*, the masterpiece by F. Scott Fitzgerald first published in 1925. While the novel is forever linked to the roaring spirit of the Jazz Age in America, it also owes much to the French Riviera. It was in a villa in Saint-Raphaël that Fitzgerald began writing *The Great Gatsby*. This setting offered him a fascinating blend of glamour, excess, and social contrasts — all themes that would deeply shape his novel.

Fitzgerald's time on the Côte d'Azur directly influenced the world of *The Great Gatsby*. Though the story unfolds on Long Island, the festive yet haunting atmosphere of the Riviera echoes through Gatsby's glittering parties and in the desperate pursuit of an unattainable ideal. The dazzling light of the Riviera shines through the surface-level opulence of Gatsby's universe.

Fitzgerald wrote in the novel's final line: "So we beat on, boats against the current, borne back ceaselessly into the past." A reflection on dreams and disillusionment, this timeless phrase still resonates today. As we mark the centenary of this literary landmark, *The Great Gatsby* feels more alive than ever — a reminder that some stories are truly built to endure.





# THE “ESTÈNE” SAGA

Meanwhile, far from the shores of the Mediterranean, Boma Estène left his native Russia behind and set out to discover the City of Light — Paris — and later, Antibes, fulfilling the dreams that had shaped his childhood.

**1929** – Accompanied by his wife Simone, a descendant of a longstanding Antibes hotelier family, Boma Estène succeeded the Fitzgeralds and transformed Villa Saint-Louis into a grand residence designed for seaside getaways.

The Hôtel Belles Rives — the very first “feet-in-the-water” hotel on the French Riviera — was born.

**1930 and 1931** – Boma and Simone Estène expanded the property by adding a new wing and two upper floors, bringing the total number of rooms to 42. Their union was marked by the birth of three children: Georges, Raïna-Laure (known as Laurette), and Casimir.

**1970** – Following Boma's passing that year, Casimir Estène took over the hotel alongside his mother, before eventually managing it solo with expert care.

**2001** – Marianne Estène-Chauvin, granddaughter of Boma and Simone, acquired the Hôtel Belles Rives from other family members.

**2006** – She went on to purchase the Hôtel Juana, another jewel of the Antibes hotel scene, and founded the Belles Rives Group.



Even today, the Belles Rives and Juana hotels remain faithful to their timeless charm — warm, welcoming houses filled with soul — thanks to the daily care of a cultured and exacting woman who not only preserves their history but also breathes into them a touch of whimsy and a deep love for celebration.

Indeed, a gentle blend of “sense and sensibility” lingers along the road to Cap d’Antibes. A road that Marianne Estène-Chauvin has walked since early childhood, following in the footsteps of her grandfather Boma and her uncle Casimir — the builders of the Belles Rives legacy.

Before taking the reins of this family adventure and ensuring its future, Marianne followed a path rich with encounters and travels. Born in Paris, she pursued her studies there, specializing in Art History, with a focus on Egyptology. One day, a contemporary art gallerist asked her opinion on a small Egyptian statuette... and ended up hiring her. At Galerie Travers, Marianne immersed herself in the cultural buzz of Beaubourg’s early days, rubbing shoulders with emerging designers and artists such as Andrée Putman and Anne and Patrick Poirier.

Yet her world was beautifully dual: on one side, thrilling studies and a vibrant career in the heart of Parisian culture; on the other, sun-soaked summers in Juan-les-Pins, “with her feet in the water,” working at Belles Rives. Above all, it was a powerful way to keep her feet firmly on the ground. From the age of 17, she learned the many facets of hospitality — from reception and bookkeeping to housekeeping — embracing the profession from the inside out. What began as a holiday to visit the man who would become her husband — then posted in Morocco.



**A NEW ERA**





In Casablanca, Marianne formed a close friendship with Leila Faraoui, a Moroccan woman married to a renowned architect and passionate about contemporary art. Together, they opened “Galerie Nadar” — the first of its kind in Morocco. Almost overnight, the gallery began showcasing artists who, though unknown at the time, would later become leading figures at the Institut du Monde Arabe.

One exhibition in particular — featuring photographs of colonial architecture from the 1930s in Morocco — marked a turning point for Marianne. It made her realize “the significance of the Art Deco movement in this country, and even more so at Belles Rives — a heritage worth protecting.”

True to her roots, she returned to France and offered her help to her uncle Casimir, who was then managing the luxury hotel.

**2001** – As newly appointed President, Marianne opened the Belles Rives year-round, named the fine dining restaurant La Passagère, and had the hotel listed as part of the French 20th Century Heritage Inventory.

**2006** – She acquired the Hôtel Juana.

**2009** – She launched Le Bistrot Terrasse, a chic hybrid of bistro and wine bar, built around a sleek wine library and display cases for gourmet pastries.

**2010** – The Belles Rives beach underwent a complete renovation. Its restaurant began serving both lunch and dinner, and the site became home to the now-iconic Thursday night DJ Live Villa Belles Rives parties.

**2012** – She appointed her trusted collaborator Stéphane Vuillaume as Managing Director of the Belles Rives Group.

**2016** – A milestone: La Passagère was awarded its first Michelin star — a true mark of recognition.

**2017** – Antoine Chauvin-Estène, Marianne’s son, joined the Belles Rives Group alongside his mother, continuing the family legacy.





# A HOTEL WITH ITS FEET IN THE WATER

## A Seaside Icon: The First “Feet-in-the-Water” Hotel

Located on the stunning French Riviera, Hôtel Belles Rives made history by becoming the very first “feet-in-the-water” hotel. From the moment it opened, this legendary establishment offered guests direct, privileged access to the sea — a groundbreaking concept that caused a stir in its time.

Thanks to its exceptional location in the heart of the Juan-les-Pins bay, Belles Rives not only redefined luxury, but also transformed the way hospitality connects with the natural world. Its unique proximity to the water created a haven of relaxation and refinement, where timeless elegance meets the raw beauty of the Mediterranean.

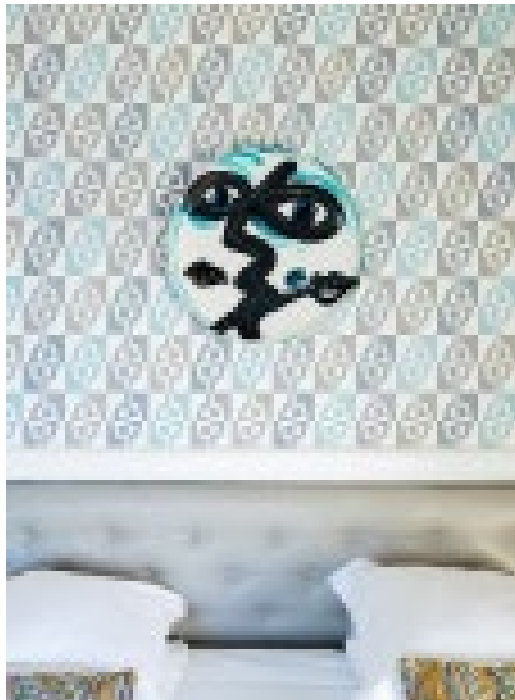
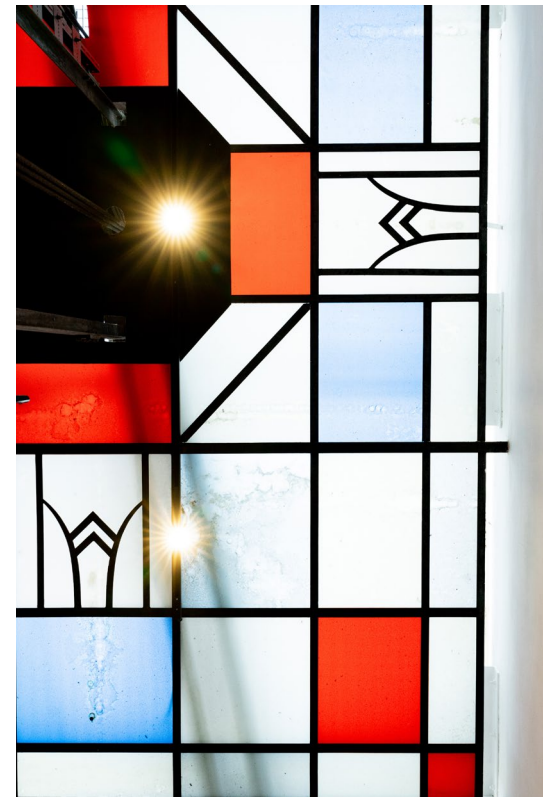


# BELLES RIVES STYLE

On the Road to Cap d'Antibes: A Waterfront Palace of Legend, Elegance, and Art de Vivre.

Nestled along the shores of Cap d'Antibes, Hôtel Belles Rives is a palace by the sea — a place where legend, excellence, and refined living come together. The entire hotel is infused with the gentle spirit of the 1930s, carefully preserved through extensive archival research, the use of noble materials, original period furnishings, and the craftsmanship of certified artisans.

The Belles Rives style is defined by its understated sophistication — an art of living that blends relaxation with refinement, all while honoring its rich history and heritage. It's a place where time feels suspended, and where every detail has been thoughtfully curated to deliver an experience as elegant as it is unforgettable — one that lives up to even the grandest of dreams.





# LA PASSAGÈRE



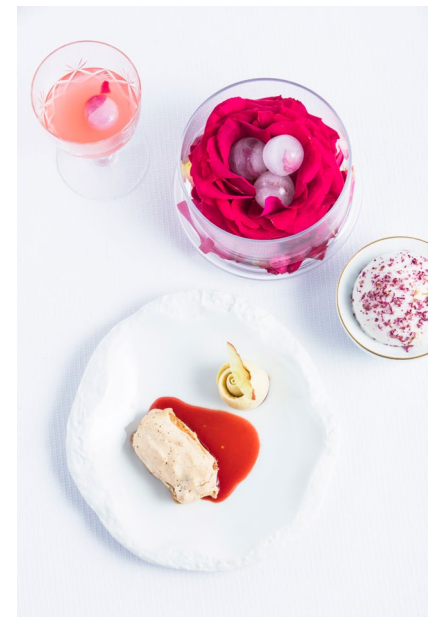




La Passagère offers a fresh perspective and a soulful depth to its timeless setting, all against the breathtaking backdrop of the Mediterranean horizon. Designed without regard for fleeting trends, this exceptional restaurant embodies refinement, imagination, luminosity, and a sense of the eternal — the very essence of a space open to the azure sky.

Interior designer Olivier Antoine played with lightness and transparency, restoring original Art Deco chandeliers to their former glory, preserving the architecture and murals, and crafting an interplay of large picture windows, wall and suspended mirrors, and infinite reflections to create a truly unique ambiance. Blue-green grosgrain banquettes complement black-stained beech Ruhlmann armchairs upholstered in celadon saddle leather. A multicolored ceramic rosette by artist Erick Ifergan crowns the center of the room, endlessly reflected in a kaleidoscope of mirrors, while his sculptural metal pieces serve as elegant room dividers.

Outside, the terrace is one of the most sought-after spots on the Riviera. It offers an uninterrupted view of the Estérel mountains and the Lérins Islands. Paved in traditionally crafted terracotta with blue enamel cabochons arranged in a checkerboard pattern, the terrace is framed by olive branches, vibrant bougainvillea, and white and blue lanterns that are unmistakably Belles Rives — completing this extraordinary panorama.



*La Passagère has held a Michelin star since 2016, a testament to its exceptional culinary experience.*

*Executive Chef Aurélien Véquaud, named "Grand Chef of Tomorrow" by Gault & Millau in 2019.*

*Pastry Chef Steve Moracchini, awarded "Pastry Chef of the Year" by Gault & Millau in 2016.*



# BAR FITZGERALD







The Fitzgerald Bar is part of the exclusive circle of Europe's Historic and Heritage Cafés — a distinction that speaks to its timeless charm and cultural significance. With its moleskin-topped bar, club armchairs, masterful paintings, and creaking oak floors, it exudes an atmosphere of refined nostalgia. From the terrace, the sweeping sea view — especially at sunset — is nothing short of magical.

For a luxurious experience in an intimate setting, the Fitzgerald Bar is renowned for its crystal chandeliers, hand-painted mural, and authentic 1930s furniture upholstered in sumptuous leopard-print fabric. Whether you're enjoying a cocktail, a casual bite, or a house-made pastry, this is the perfect spot — and you just might catch a glimpse of Charlotte Gainsbourg, Simon Baker, or Woody Allen.

As evening falls, a certain elegance naturally sets in — with the glow of the sunset accompanied by the gentle notes of live piano. Nighttime at the Fitzgerald Bar is tender and distinguished, elevated by the artistry of our head bartender's signature creations.







43 ROOMS AND SUITES







Each of the 43 rooms and suites has been entirely renovated, with no two exactly alike. Their large windows open onto balconies overlooking either the Mediterranean Sea or the Cap d'Antibes, offering breathtaking views in every direction.

The ambiance is warm and welcoming, with 1930s-inspired decor blending the clean, elegant lines of Ruhlmann with whimsical 1950s touches à la Madeleine Castaing, all enhanced by rich fabrics from Pierre Frey. Bath time becomes a luxurious ritual in marble bathrooms featuring Carrara stone with the poetic and evocative name «cuisse de nymphe émue» ("blushing nymph's thigh").

Our most recent — and most luxurious — suite, Suite Zelda, pays tribute to "the last of the belles." Its unique design reimagines the Art Deco period, evoking a timeless journey that continues with a sweeping panoramic view of the Mediterranean.





# BEAUTY CORNER

## VALMONT & LA CANOPÉE



A Sanctuary of Wellness at Hôtel Belles Rives. Step into the Beauty Corner, a refined space devoted to beauty and well-being within the elegant setting of Hôtel Belles Rives.

**Valmont:** Swiss Excellence in Anti-Aging Skincare  
Renowned for its exceptional expertise, Valmont offers high-end treatments that combine exclusive ingredients with cutting-edge technology. Indulge in anti-aging rituals that enhance and illuminate the skin, blending performance with sensorial pleasure — the ultimate in luxurious relaxation.

**La Canopée:** Nature at the Heart of Beauty  
Driven by a commitment to environmental responsibility, La Canopée delivers natural, plant-based, and organic treatments. Their innovative formulas are designed to nourish your skin while honoring the planet.

At the Beauty Corner, each treatment is tailored to your unique needs, inviting you to experience a moment of pure serenity — where every detail is crafted for your well-being.



# BELLES RIVES BEACH



## ***Sea, sports and sun !***

Dive into the spirit of the Riviera with a wide range of activities at your fingertips: swimming lessons, aqua fitness, personal training sessions — and even water skiing! Add to that boat rentals, scenic sea excursions, scuba diving, and complimentary access to the Health Club and heated pool at Hôtel Juana.

With the first rays of summer, the Belles Rives Water Ski Club welcomes guests of all ages to the hotel's private dock starting at 7 AM. Whether it's a relaxing boat ride or acrobatic water skiing, there's something for everyone: pedal boats, ski buses, towable tubes, and knee-boards.

As summer winds down, don't miss the Grand Prix de Juan-les-Pins – Water Ski Edition: a thrilling event where future champions and their parents gather for a spirited competition on the water. An unmissable highlight of the season!







A magical spot and a natural jewel showcasing the beauty of the underwater world, Plage Belles Rives is forever etched in literary history as the setting of F. Scott Fitzgerald's masterpiece *Tender Is the Night*.

This iconic beach features a solarium with soft white sand, a private jetty and landing dock, a stylish lounge bar, and a beachfront restaurant — all just steps from the sea.

Every day, guests can enjoy a fresh, high-quality summer menu with Provençal flair: grilled fish, a vibrant salad bar, langoustine skewers — and, of course, a chilled glass of rosé.

To finish on a sweet note, don't miss the signature pastries by Steve Moracchini — available to enjoy on-site or take away.







## The Belles Rives Society Club

The Belles Rives Group curates its own signature events, marking the rhythm of the year and extending their influence across the entire Riviera. From exclusive art auctions to the prestigious Fitzgerald Literary Prize, from the Villas Belles Rives gatherings to the Bacchus Wine Dinners & Wine Workshops, and of course the Grand Prix de Ski Nautique, each event reflects the group's commitment to style, elegance, and the French art of hospitality. These occasions are more than events — they are expressions of a unique way of life, infused with the spirit of Belles Rives.

## Le Bal des Rêves: A Night of Beauty, Purpose, and Prestige

Launched in September 2018, Le Bal des Rêves is a meaningful and charitable annual event — the fruit of a shared vision between Marianne Estène-Chauvin and Matthias Meilland. It's a celebration born from a fusion of values and expertise, supported by the mayors of Antibes and Grasse, as well as the Côte d'Azur Regional Tourism Committee.

This elegant soirée is built around a trio of symbolic pillars: the creation of a unique flower (La Rose Belles Rives® by Meilland), the celebration of an iconic destination (Cap d'Antibes), and the promotion of a world-renowned craft (the floral and perfume industry of the French Riviera) — all while contributing to a greater global cause.

Each year, Le Bal des Rêves brings together regional economic players and industry leaders, with both families paying tribute to the entire perfume-making ecosystem: from flower growers and artisans to fragrance designers and the major international cosmetics and aroma houses rooted in this historic local heritage.







Awarded annually, the Fitzgerald Prize honors a literary work that captures the elegance, wit, sense of style, and art of living embodied by the American author of *The Great Gatsby*.

The prize pays tribute to F. Scott Fitzgerald's enduring legacy and his deep connection to the French Riviera, where much of his creativity blossomed.

The jury is composed of prominent literary and cultural figures: Bertrand de Saint-Vincent, Christophe Ono-dit-Biot, Daphné Roulier De Caunes, Hélène Fillières, Frédéric Beigbeder, Marie-Dominique Lelièvre, Éric Neuhoff, and François Armanet.







## Private Receptions & Corporate Events

Contemporary celebrations in a glamorous Roaring Twenties setting — the Hôtel Belles Rives offers a stunning waterfront location for hosting all types of private or professional events: gala evenings, weddings, product launches, fashion shows, cocktail parties, and business dinners. Every event at Belles Rives is crafted with exceptional attention to detail. From floral arrangements to live entertainment, and bespoke menus created by our Chef, whether you're hosting 10 or 600 guests, everything is designed to meet your needs — and exceed your expectations.

Our expert team brings passion and precision to each project, turning every moment into an unforgettable memory.

Request your custom quote:  
[commercial@bellesrives.com](mailto:commercial@bellesrives.com) – 04 93 61 08 70

## Filming & Photoshoots

From the iconic jetty featured in the opening credits of the cult series "The Persuaders" to meticulously restored interiors true to their original era, Belles Rives offers a cinematic setting like no other. Whether for film shoots, fashion editorials, commercials, or artistic projects, the hotel's timeless elegance and Riviera light provide a spectacular backdrop for all your creative visions.

### Press Contact:

Anthony De Sousa DK CONSULTING - Attachée de Presse  
[anthony@dkconsultingrp.com](mailto:anthony@dkconsultingrp.com) - 06 22 03 00 07

### Filming Contact:

François Gelly - Directeur Commercial et Marketing Groupes Belles Rives  
[fgelly@bellesrives.com](mailto:fgelly@bellesrives.com) - 04 97 21 72 30

