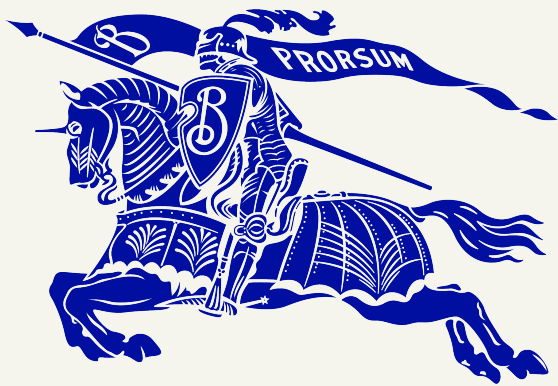


Burberry



12 May 2026

Antibes, France

Temperatures rising throughout the day.

BURBERRY ARRIVES AT HÔTEL BELLES RIVES FOR THE SUMMER

Bringing its signature British charm to the French Riviera, Burberry partners with Hôtel Belles Rives, taking over the hotel's iconic beach club and terraces for a memorable summer getaway.

Hôtel Belles Rives is a historic summer playground, famously a haven for creative and literary icons in the early 20th century, including Ernest Hemingway and Gertrude Stein. It is also F. Scott Fitzgerald's former home, where 'The Great Gatsby' author began writing his final novel, 'Tender is the Night' (1934) – in which the protagonist wears a Burberry coat.

Burberry's love of the outdoors has often taken the brand to the water's edge. Founder Thomas Burberry always made the most of the weather and, in the first half of the 20th century, the house designed specialist yachting apparel and tailoring for those who spent time on or near the water. The Burberry High Summer 2026 collection includes a mix of check swimwear and coastal motifs, inspired by the brand's history of adventure.

Reinterpreting the hotel's Art Deco glamour through a Burberry lens, the house has refreshed its signature check in the distinctive blue of Hôtel Belles Rives. The perfect complement to sunny afternoons and breezy nights, the pattern decorates interiors across the hotel, including the original 1920s lift. Custom logos will also appear on the private jetty and on the doors of the beach club.

Guests can cool off with Burberry ice lollies on the famous terrace or soak up panoramic sunsets at The Fitzgerald Bar terrace. Throughout the summer, visitors can also enjoy a programme of Burberry-branded experiences, including waterskiing – a sport said to have been born in the bay.

Click [here](#) for images.

Until 30 September 2026

Hôtel Belles Rives  
33 Boulevard Edouard Baudoin  
06160 Antibes  
France

ABOUT HÔTEL BELLES RIVES GROUP

Hôtel Belles Rives is an Art Deco gem that stands above the sparkling blue waters of the Mediterranean. F. Scott Fitzgerald penned 'Tender is the Night' here, and the property is a testament to the breezy extravagance of a bygone era, while also revealing a modern design, with 43 recently renovated rooms and suites. A gastronomic Mediterranean experience awaits at La Passagère, the hotel's Michelin-starred restaurant led by culinary maestro Aurélien Véquaud. Casual lunches and classic cocktails can be found at the newly renovated Bar Fitzgerald, named after the property's former resident. The hotel's private beach features the Belles Rives Beach Restaurant, the Water Sports Club and the jetty, which is home to the hotel's private boat dock. Guests can extend that sun-kissed, blissed-out feeling with an innovative treatment from luxe Swiss skincare house Valmont at the Valmont Beauty Corner.