



WELLNESS LUXURY HOTEL

PRESS KIT



WELLNESS LUXURY HOTEL

TAKE CARE  
OF YOURSELF





**ONCE UPON A TIME - P.7**

**THE LUXURY OF THE ESSENTIAL - P.8**

**THE BEACH - P.11**

**THE HOTEL: FEEL AT HOME - P.13**

SPACE, COMFORT AND ELEGANCE, WITH VIEWS ONTO THE MEDITERRANEAN - P.14

ROOMS - P.17

SUITES - P.20

POOL SUITES - P.25

VILLA W - P.26

**LILY OF THE VALLEY, TAKE CARE OF YOURSELF - P.28**

THE LILY OF THE VALLEY METHOD - P.31

FOUR PROGRAMS TO TAKE CARE OF YOURSELF - P.32

THE THREE PILLARS OF THE METHOD - P.34

FOUR DURATIONS ACCORDING TO YOUR NEEDS- P.35

WEIGHT LOSS CUISINE AND TGV METHOD - P.37

SHAPE CLUB FACILITIES - P.38

**THE RESTAURANTS: SHARING AND CONVIVIALITY AROUND THE TABLE**

- P.40

CHEF VINCENT MAILLARD: BRINGING DELICIOUS, LOCALLY SOURCED

INGREDIENTS TO YOUR PLATE - P.42

LE VISTA: A TASTE OF THE MEDITERRANEAN, WHILE YOU GAZE ONTO IT - P.45

LE CLUB HOUSE, GOOD FOOD ALL DAY LONG - P.46

LA BRIGANTINE: ELEGANT. EXQUISITE. EXTRAORDINARY - P.49

PÉPÉ: THE PERFECT SPOT FOR A SNACK OR DRINK - P.50

**ADDITIONAL INFORMATION - - P.53**



## ONCE UPON A TIME

When a father and his daughter decided they wanted to create the hotel of their dreams, Lily of the Valley was born – a place that's synonymous with elegance and wellness.

Throughout the year, the hotel offers its guests a refined and welcoming setting where they can pursue their wellness objectives.



Philippe Starck  
Designer



## IN HARMONY WITH NATURE

*«I designed a village that feels absolutely natural, that fits in with its surroundings. Everything comes together in such perfect harmony that it seems as if it's always been there. This is a place that welcomes you at any time in your life, at any time of the year.»*

**Philippe Starck**

The setting is simply dazzling. Overlooking the Mediterranean Sea, just a few miles from the legendary Place des Lices square in Saint-Tropez, you'll find Lily of the Valley nestled in the landscape.

Inspired by the Hanging Gardens of Babylon, the architecture of Provençal abbeys, and the style of Californian villas, Philippe Starck created a hotel that does not impose itself on nature but adapts to it, and seems almost to become a part of it.

Within this lush, natural environment, Philippe Starck conceived and designed, from start to finish, an entire «village» of small houses that blend in with the surroundings – and with the region.

Using contemporary materials, Philippe Starck has put his own, imaginative stamp on an architecture that draws inspiration from ancient landmarks. The result is a very special place where everything seems to flow. A place where the light, the colors and the vegetation form a natural link between the outside and inside. A place that's private, peaceful and welcoming, where man and nature come together, and where life feels good.



HOTEL

SHAPE CLUB

RESTAURANTS



## THE BEACH

Below the hotel lies the fine sandy beach of the Plage de Gigaro, which stretches for six kilometers. At one end, on the edge of the pine forest, Lily of the Valley has set up its own private beach. From dawn till dusk, you'll find restaurants, a bar, and many spots for sunbathing. Perfect if you'd like to relax in a welcoming, friendly environment full of charm.



WELLNESS LUXURY HOTEL

—  
**FEEL  
AT HOME**  
—

HOTEL

SHAPE CLUB

RESTAURANTS



## SPACE, COMFORT AND ELEGANCE, WITH VIEWS ONTO THE MEDITERRANEAN

Lily of the Valley is like a village in itself, a place where everything feels refined. Earth, exposed concrete, polished marble, local and exotic woods, and natural leathers come together in a sublime harmony. Intelligently and elegantly, Philippe Starck has created a warm atmosphere that exudes Mediterranean charm.

Perched on the top of a hill, Lily of the Valley boasts 38 rooms and six suites with a surface area of 35 to 105 m<sup>2</sup>. Below the hotel and facing the Beach Club are eight pool suites, their size ranging from 86 to 210 m<sup>2</sup>. Surrounded by the landscape of the Mediterranean, each one elegantly combines luxury with privacy.







## ROOMS

With a surface area of 40 m<sup>2</sup>, the 38 rooms at Lily of the Valley are true mineral «houses» that blend in with the wild nature around them. There is no unpleasant noise, there are no unpleasant views. And each one opens onto a spacious, 15 m<sup>2</sup> terrace adorned with plants.





## SUITES

Both spacious and elegant, the 6 suites at Lily of the Valley have a size of 80 to 105 m<sup>2</sup>. Facing the sea, they're surrounded by pine trees or open onto a private garden. These suites consist of two comfortably sized rooms, or one large space.

All Lily of the Valley suites feature a large, 30 m<sup>2</sup> terrace, which looks onto the Mediterranean or the Cap Lardier estate – the green lungs of the Riviera.





HOTEL

SHAPE CLUB

RESTAURANTS



## POOL SUITES

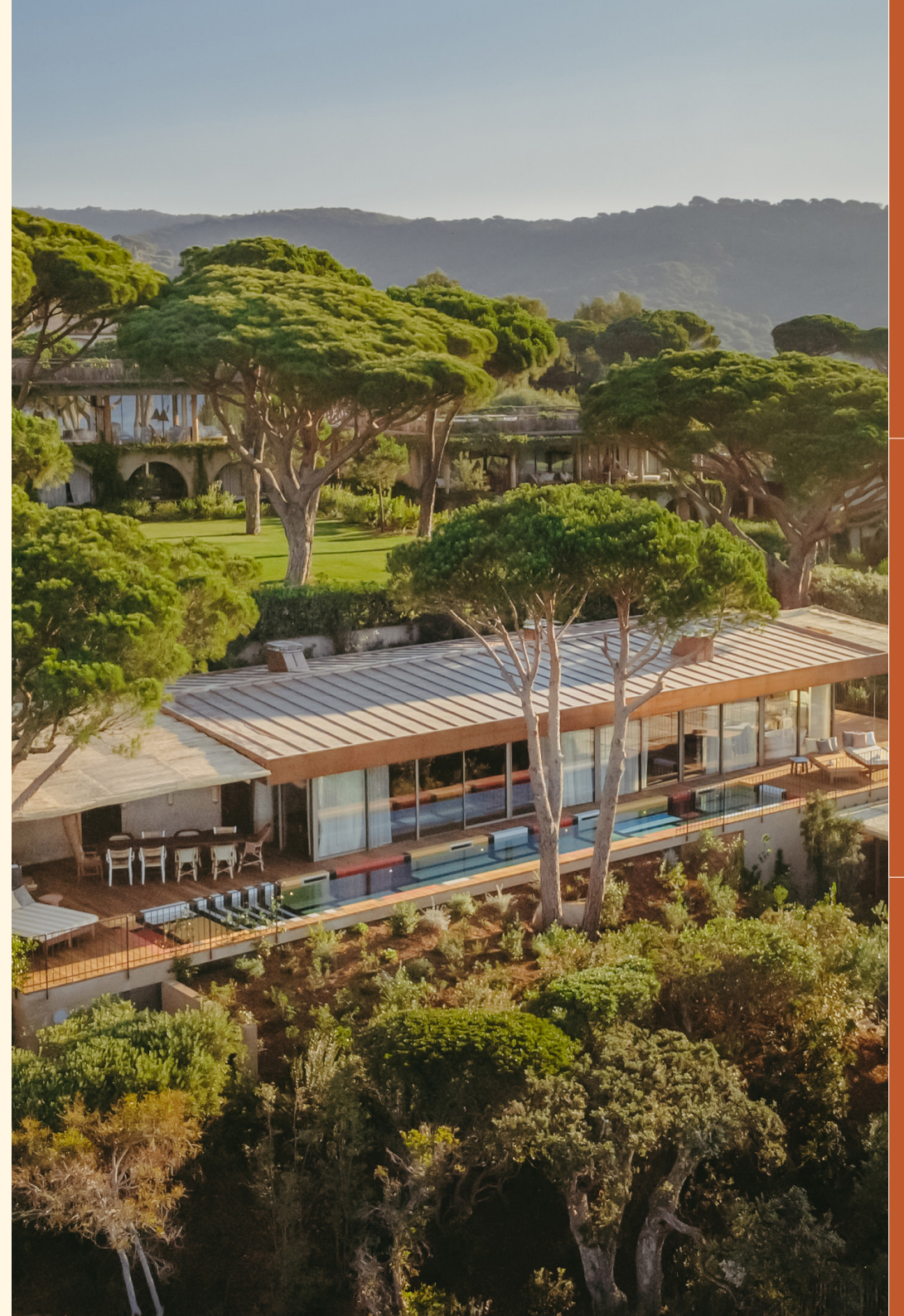
Boasting both a large private garden and pool, the 8 pool suites at Lily of the Valley range in size from 90 to 230 m<sup>2</sup>. Overlooking the beach, below the hotel, and surrounded by the landscape of the Mediterranean, each one is set in a stunning location that elegantly combines luxury with privacy.



## VILLA W

Villa W boasts views that have remained unchanged for 200 years. It's the same breathtaking 180° panorama that guests can enjoy from Lily of the Valley's main terrace – one that takes in the entire bay of Gigaro.

Villa W can accommodate up to six guests on two levels. With a surface area of 250 m<sup>2</sup> and a 100 m<sup>2</sup> terrace, it offers views of the sea as well as its own private gardens and pool. There's a large living area, one master bedroom and two guest rooms, each with their own private terrace and views onto the Mediterranean.





WELLNESS LUXURY HOTEL

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# THE LILY OF THE VALLEY METHOD

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## THE LILY OF THE VALLEY METHOD

The Lily of the Valley method is applied throughout the year,  
and based around three key pillars:

**weight loss cuisine, treatments and sport.**

The Lily of the Valley nutritional gastronomy approach was developed with nutritionist Jacques Fricker. It enables guests to achieve their weight loss goals while still enjoying the pleasure of food. This approach is combined with targeted treatments that are tailored to individual needs by our expert therapists. Indoor and outdoor fitness sessions, with varying levels of intensity and held in an idyllic setting, complete our programs.





## FOUR WELLNESS PROGRAMS

The hotel offers its guests a luxurious and pleasant setting all year round to achieve their wellness goals through its four programmes.



### WEIGHT LOSS

#### ACHIEVE YOUR IDEAL WEIGHT AND LOVE LOSING WEIGHT

This program rigorously applies the "TGV" method developed by nutritionist Jacques Fricker. By following a low-calorie diet consisting of healthy meals made with the finest ingredients, and accompanied by a glass of wine at dinner, you'll be able to lose weight safely and sustainably. Throughout the duration of your stay, you'll be monitored by our wellness advisors, therapists and coaches as you enjoy treatments designed to promote drainage, along with high-intensity fitness sessions.



### SPORT

#### IMPROVE YOUR FITNESS PERFORMANCE

High-intensity fitness sessions and a protocol of treatments that support muscle recovery will enable you to achieve your goals and go beyond your limits in the very best conditions. You will also benefit from nutritional support focused on gaining muscle mass or losing fat while still allowing you to enjoy delicious, luxurious meals. The result is a comprehensive program that enables you to really push your limits.

*This program can be combined with weight loss.*



## FOUR WELLNESS PROGRAMS



### DETOX

#### PRIORITIZE SELF-CARE AND RETHINK YOUR LIFESTYLE

Take time for yourself and rethink your lifestyle. This program focuses on a light diet combined with yoga, gentle and outdoor exercise, and treatments that promote relaxation, to bring you a feeling of lightness and well-being. Ideal for an escape from daily life and to reset your body and mind.

*Gluten- and lactose-free diet.*

*This program can be combined with weight loss.*



### BETTER AGING

#### OPTIMIZE YOUR LONGEVITY

Explore a new approach to longevity, with a program designed around innovative evaluation methods and body treatments with immediate and lasting results. Gentle exercise, a balanced diet, and targeted facial treatments will all be part of your stay. This program includes the use of Kinvent technology, so it can be personalized based on an analysis of your strength and general mobility.

*This program can be combined with weight loss.*



## THE THREE PILLARS OF THE METHOD

### EVERY DAY

1

#### TREATMENTS

Exceptional technology-based and manual treatment

2

#### WEIGHT LOSS CUISINE

Luxurious yet healthy menus that are compatible with your wellness goals

3

#### SPORT

Individual coaching sessions  
A variety of fitness excursions



## FOUR DURATIONS ACCORDING TO YOUR NEEDS

4  
DAYS

#### DISCOVER

7  
DAYS

#### REBOOT

10  
DAYS

#### RESET

14  
DAYS

#### REBORN



**Jacques Fricker**  
nutritionist

Having worked in research for 10 years, Jacques Fricker draws on his role as a nutritionist to develop his approach, helping people to lose weight when this is advisable, and providing personalized advice that takes into account their tastes and needs. His three-step method provides a healthy, long-lasting way to lose weight that lets you continue to enjoy the pleasure of eating.



## WEIGHT LOSS CUISINE AND TGV METHOD

**ACHIEVE YOUR IDEAL WEIGHT AND LOVE LOSING WEIGHT**

The Lily of the Valley method was developed in collaboration with nutritionist Jacques Fricker.

After working in research for ten years, Jacques Fricker is now a nutritionist based in Paris, where he develops his approach to nutritional support. This approach doesn't involve depriving yourself of the foods you enjoy, and as such it avoids frustration and ensures long-lasting results.

It is this nutritional philosophy that's applied by the Lily of the Valley Shape Club. The Shape Club supports guests who wish to lose weight during the «High Speed» first phase of the «TGV» method, which focuses on losing weight quickly through meals that are rich in protein and low in calories.





## THE SHAPE CLUB FACILITIES

With its extensive sports facilities, sailing club, and team of expert coaches, Lily of the Valley enables guests to focus on achieving their objectives in a luxurious setting, with whatever support they require, and in the way that suits them best.

Sea wading in the crystal-clear waters of the Mediterranean (any time of the year), electric mountain biking and hiking along the paths of the Cap Lardier estate, as well as yoga and boxing sessions, are just some of the many fitness activities on offer. The Shape Club features a semi-Olympic pool that's heated all year round, a fitness room with Technogym equipment, as well as several coaching studios. It has everything required by the different programs, and can adapt to the needs of each guest.

The Shape Club also makes use of technologies to provide targeted treatments, such as its cryotherapy chamber, which can effectively stimulate collagen production and cell renewal.





WELLNESS LUXURY HOTEL

—  
**SHARING  
AND CONVIVIALITY  
AROUND THE TABLE**  
—





**Vincent Maillard**  
Food & Beverage Manager and Chef



## CHEF VINCENT MAILLARD: BRINGING DELICIOUS, LOCALLY SOURCED INGREDIENTS TO YOUR PLATE

Drenched in sunshine and filled with color, the Mediterranean region offers an incredible palette of flavors. Chef Vincent Maillard showcases the region's ingredients in local, seasonal cuisine.

### CHEF VINCENT MAILLARD

Immersed in kitchen life from his teenage years, Vincent Maillard learned the profession with some of the greatest chefs, including Guy Savoy and Alain Ducasse. As head chef at Lily of the Valley, he's responsible for all the hotel's food operations.

The hotel's philosophy reflects his values: respect for the produce and nature, and a focus on authenticity and well-being.





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## LE VISTA A TASTE OF THE MEDITERRANEAN WHILE YOU GAZE ONTO IT

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With its warm, convivial atmosphere, the Le Vista restaurant has something for every moment of the day, from a generous breakfast buffet to a last drink on the terrace in the moonlight. Enjoy its Mediterranean menu with hints of Provence as you gaze at the sea, or bask in the warmth of the fire.





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## LE CLUB HOUSE GOOD FOOD ALL DAY LONG

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Small in size but big on charm, Le Club House is open throughout the day. Offering light but satisfying snacks and meals, it's perfect for both fitness and food lovers who want to eat well and stay trim.







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**LA BRIGANTINE  
ELEGANT. EXQUISITE.  
EXTRAORDINARY.**  
—

A unique terrace at the water's edge, La Brigantine could almost have come from the other side of the world. And yet here it is, a breath away from the sands of the Plage de Gigaro. A showcase for traditional Italian cuisine, it's the perfect place to explore all the flavors of Italy, from the Northern lakes to Sicily.





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**PEPE**  
**THE PERFECT SPOT**  
**FOR A SNACK OR DRINK**  
—

For those who want to grab a quick snack or drink by the beach, Pépé is the place to go. Both the place and the food have a distinctly Italian feel, and there are plenty of fresh, appetizing options to tantalize your taste buds while you chat with friends, take in the view, and relax...





## ADDITIONAL INFORMATION

### CONTACT

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### HOW TO GET THERE

Hôtel Lily of the Valley  
Colline Saint-Michel  
Quartier de Gigaro, 83420 La Croix Valmer - France  
GPS : Latitude : 43,1880 / Longitude : 6,5946

Can be accessed by helicopter from Nice in 20 minutes.

Ramatuelle: 6 km  
Saint-Tropez: 12 km  
Cannes: 93 km

Nice International Airport (110 km)  
Toulon-Hyères Airport (50 km)  
La Môle – Saint-Tropez Airport (16 km)

 Lily of the Valley Hotel  
 @lilyofthevalleyhotel






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