

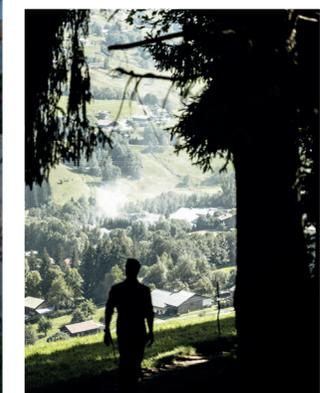
*Beaumier*

PRESS KIT  
2022

## THE RIGHT PLACE, THE RIGHT TIME



REF. *Emotions, which leave  
memories for life.*



## FOR « DISCERNING TRAVELLERS ».

Beaumier has a ring to it. Round and lively, familiar and distinctive, the name of this 19th century explorer makes a mark. Little by little, so do our holiday destinations. Far from the hustle and bustle of the big cities, routines fade away and an authentic closeness to nature prevails through memorable experiences.

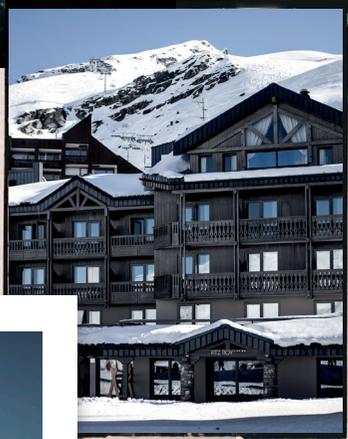
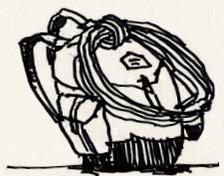
### A NAME

In May 2021, Les Hotels d'en Haut will become Beaumier. A new name that supports our expansion in Europe, inspired by French explorer, Auguste Beaumier, a geographer and writer. A name that sounds beautiful, generous and French, where it takes its origins.

### A SYMBOL

A new logo, inspired by luggage tags and travel memorabilia. A symbol that speaks to our two anchors, the mountains and the sea. A stamp of approval, a badge of quality.

*And a signature.*



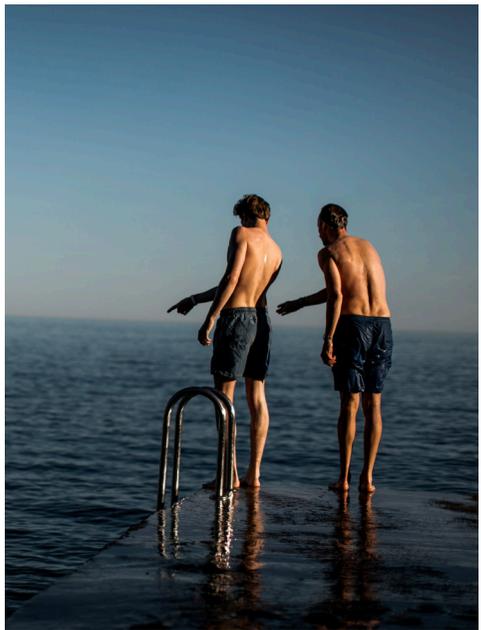
We believe that true hospitality is about combining...

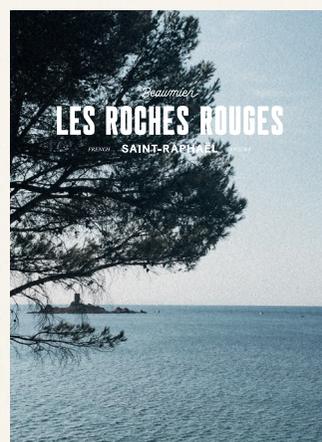
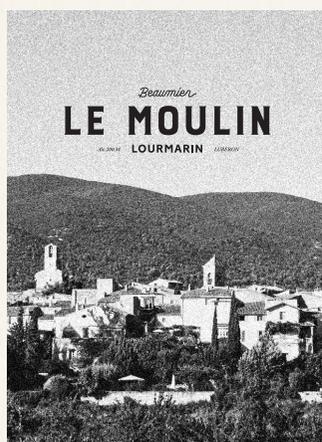
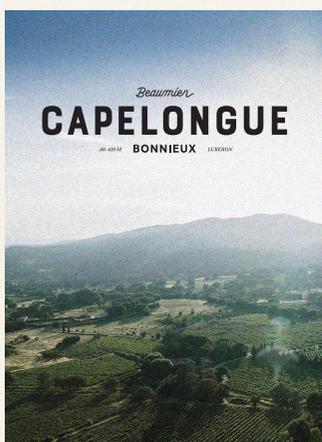
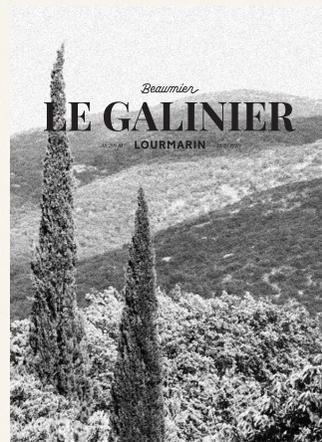
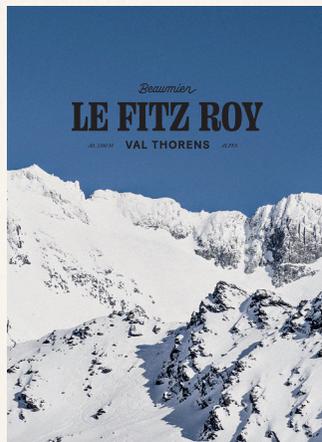
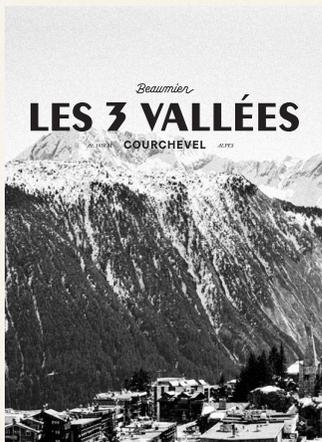
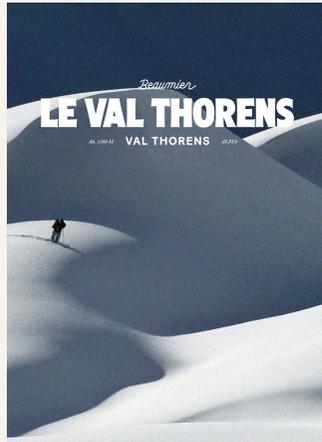
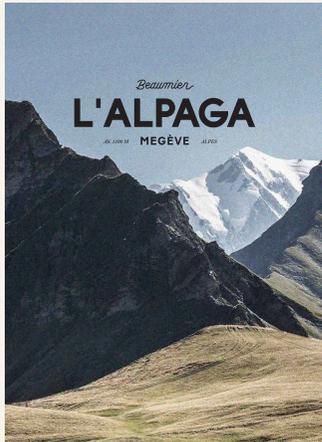
*Authenticity and experiences to create emotions.*

We create hotels full of life and soul by anchoring them in their local culture and environment, celebrating what locals do best and focusing on quality.

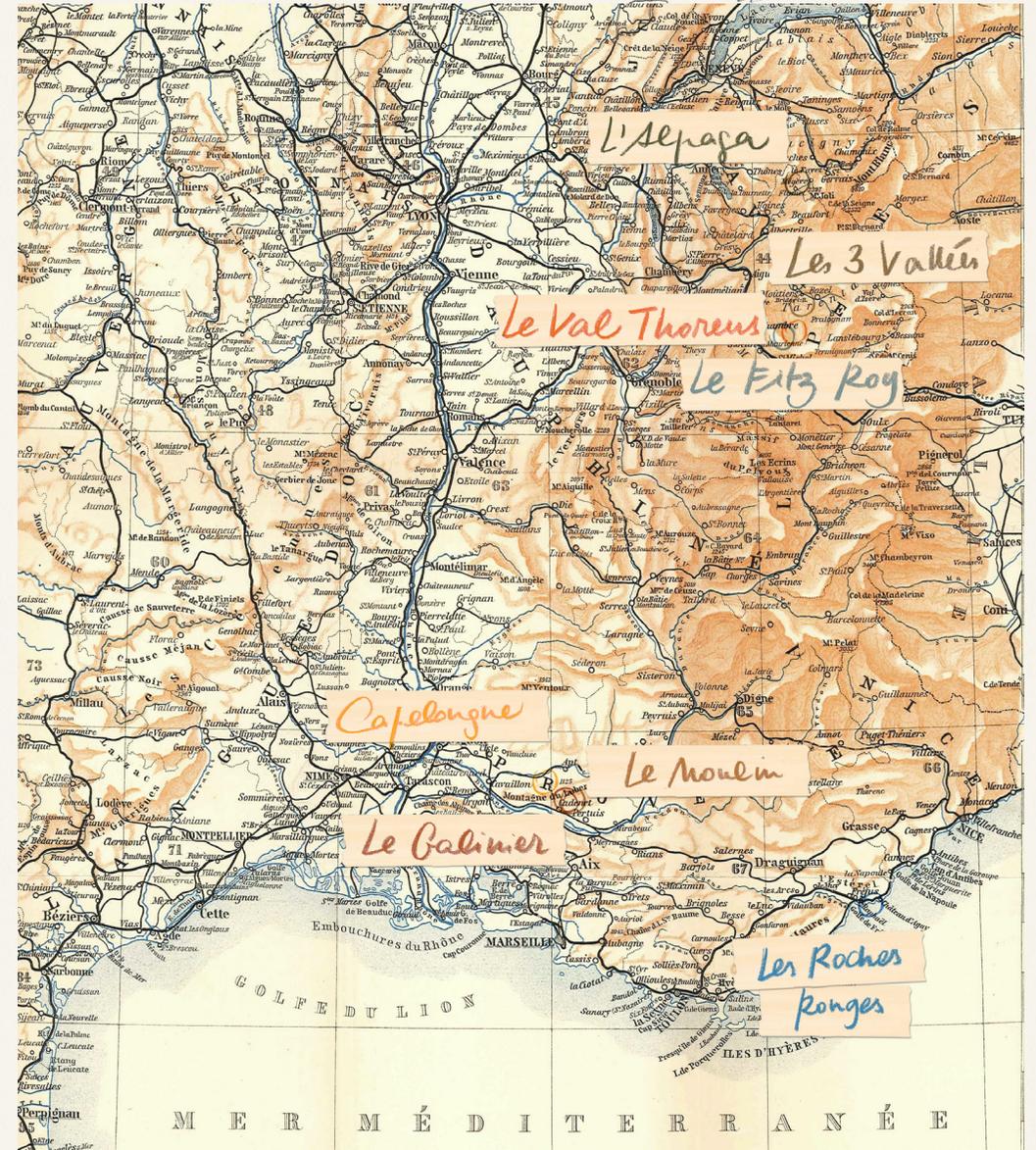
We create exceptional experiences to help our guests make the most of the surrounding nature and culture, deepening their understanding and creating life-long memories.

With a sense of heritage, we invite guests to enjoy life to the full, to celebrate every moment and foster deep connections.





PLACES FULL OF AUTHENTIC STORIES, RICH IN EMOTION.



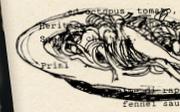
## BEAUMIER TOLD BY ÉRIC DARDÉ, CEO



### Éric Dardé in a few key steps

The art of service has driven him from an early age. First he was a sommelier, then a barman, restaurant waiter and a hotel general manager. At this time, Éric Dardé was just 29 years old, full of passion and enthusiasm for learning new things and working as part of a team.

All of which enabled him to evolve within a leading international hotel group. Ten years later, he was appointed operational director of 24 hotels. Driven by his sense of entrepreneurship, Éric Dardé joined Les Hôtels d'En Haut from the start, before launching the Beaumier adventure. Always with a collaborative approach.



### What is Beaumier's legacy?

The mountains. That's where the adventure begins. In 2011, we seized the opportunity to buy a resort hotel, then two others. An intuition carries us: the future of a lifestyle, leisure oriented hospitality, on the most beautiful French summits. Logically, we call ourselves Les Hôtels d'En Haut. The brand itself is anecdotal and has no particular ambition.

### Why then did you create Beaumier?

In a way, a community of talents, minds and values decides this. In 2015, the rebirth of the Hôtel Les Roches Rouges in Saint-Raphaël brought together the be-poles studio, the architects from Festen, the sculptor Guy Bareff, the fisherman Olivier Bardoux, and our teams... A formidable collective was established. Together, as the project progressed, our vision became clearer. That of holiday resorts, each anchored in a unique territory, inspiring memorable experiences, between architecture, scenography, restaurants, well-being...

These destinations are precious and require respect for their environment, local commitment, ethical economics and virtuous social practices. In a word, our establishments make sense, both in terms of their vocation and of today's reality. From the outset, the clients of Les Roches Rouges have embraced this modern hotel industry. Beyond our expectations. With its collective strength, its values and its history,

the Les Hôtels d'En Haut brand became the Beaumier Group. The fruit of an intuition, which becomes a vision, and has rallied a strong community.

### And tomorrow?

It's time to build loyalty. As curious travellers, our guests are constantly asking for new places to share good times and to remember them for a long time. As aesthetes at heart, they also expect our existing hotels to continue to meet their requirements.

These ongoing quests drive us to continue our development, in France of course, but also in other exceptional European destinations, and to strengthen the identity of our existing destinations. The Alpaga in Megève and even the Hotel Les Roches Rouges in Saint-Raphaël will have finished their transformation in May, before Le Moulin de Lourmarin, then Le Fitz Roy and Le Val Thorens in Val Thorens and finally Capelongue in Bonnieux, Le Galinier in Lourmarin and L'hôtel Des 3 Vallées in Courchevel 1850 will follow.

In each destination, the essential foundations already exist; extraordinary natural surroundings. This results in a hotel that is soulful, sensitive, humble, meaningful and sustainable... Our vision of luxury.

Beaumier

# CAPELONGUE

Alt. 420 M BONNIEUX LUBERON

## THE PROVENCE STYLE CALM

Overlooking the village of Bonnieux, Capelongue is a hamlet designed around a village square. Living to the rhythm of local events, artists' residencies and festivals, the estate celebrates creativity, gastronomy and contemporary crafts.

Capelongue is the heritage and embodiment of Provence today. The panorama is breathtaking. From the edge of the Claparèdes plateau on which it stands, Capelongue overlooks Bonnieux, a magnificent village perched in the heart of the Golden Triangle of the Luberon.

Authenticity, friendliness and generosity reign, cradled by the charm of this Provence of the hinterland where one comes to take refuge. A place full of soul that invites you to take a step back and let off steam.

## LOCATION

Provence - the real Luberon, an emblematic southern destination.  
Bonnieux, a historic village with views of Mont Ventoux.

## THE OFFER

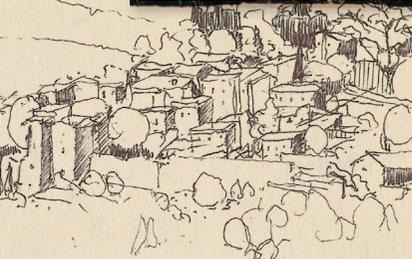
37 rooms and suites  
2 restaurants, including La Bastide 1\* Michelin  
3 bars including the Café  
2 swimming pools  
Spa by Kalmar & Holidermie  
Outdoor cinema, petanque, yoga, hiking, wine tasting, cycling, canoeing, kayaking.

## THE KEY ELEMENTS

Immersion in the heart of nature  
The view of the Luberon  
The refined and authentic and authentic cuisine of chef Noël Bérard  
A Provençal hamlet  
The connection with nature, people and yourself

## THE RATES

Classic: from 350 to 530 €  
Superior: from 400 to 610 €  
Deluxe: from 480 to 710 €  
Junior Suite: from 610 to 890 €  
Suites: from 710 to 1730 €



*Beaumier*  
**LE MOULIN**  
Alt. 200 M LOURMARIN LUBERON

## VILLAGE LIFE

Le Moulin is located in the heart of Lourmarin, in a former oil mill dating from the 18th century. Nestled within the Luberon, Le Moulin de Lourmarin is a boutique, charming hotel with a rich character that tells the story of an authentic and traditional Provence. Located a few steps from the castle of Lourmarin, the hotel welcomes its guests to an enchanting setting, surrounded by lime trees. In any season, whether it's by the fireplace, in the lounge, on the terraces or the patio, the Moulin de Lourmarin is the ideal place to enjoy the peace and quiet and serenity of Provence.

Le Moulin is the village hotel, the local and friendly landmark open to all. It is the ideal place to relax. Whether you are joining us just for lunch or for a few days, enjoy a glass of pastis, play a game of pétanque and visit the local shops.

## LOCATION

In the heart of Lourmarin, an authentic Provencal village.  
 At the foot of the castle of Lourmarin

## THE OFFER

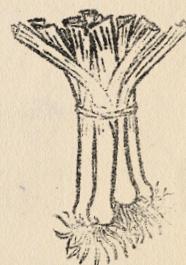
27 rooms, suites and apartments  
 1 restaurant, 1 bar and a grocery shop  
 «Les Commissions»  
 1 swimming pool  
 Hiking, horse riding and mountain biking, electric bike rental, cultural visits, visits to vineyards, visits to lavender fields, canoeing, kayaking.

## THE KEY ELEMENTS

A quiet but lively place  
 Living to the rhythm of the village  
 A warm place, redesigned by the interior design cabinet  
 Jaune

## THE RATES

Classic: from 185 to 385 €  
 Superior: from 220 to 445 €  
 Deluxes: from 270 to 625 €  
 Suites: from 370 to 770 €



*Beaumier*  
**LE GALINIER**  
Ab. 200 M **LOURMARIN** LUBERON

## THE FAMILY HOME

A former Provençal bastide from the XVIII<sup>th</sup> century, Le Galinier is a family home that reopens every summer. Here you will find the forgotten Provence, the crafts, the cuisine, the literature and the art that make the region so rich. Free of all clichés, you can relax here, away from the hustle and bustle, facing The Petit Luberon.

Nestled in its 3 hectare estate, the grounds invite guests to enjoy a total change of scenery. The garden is an oasis of flowers and hundred-year-old trees, alongside a swimming pool and water features to offer a haven of peace with the scent of Provence. Offering several spaces that combine intimacy, conviviality and comfort, this guest house boasts a Provençal decor, from which emerges an atmosphere so personal that it gives the impression of being at home, or at least at the home of friends.

## LOCATION

In the heart of Lourmarin, in a large private estate, hidden behind hundred-year-old trees.

## THE OFFER

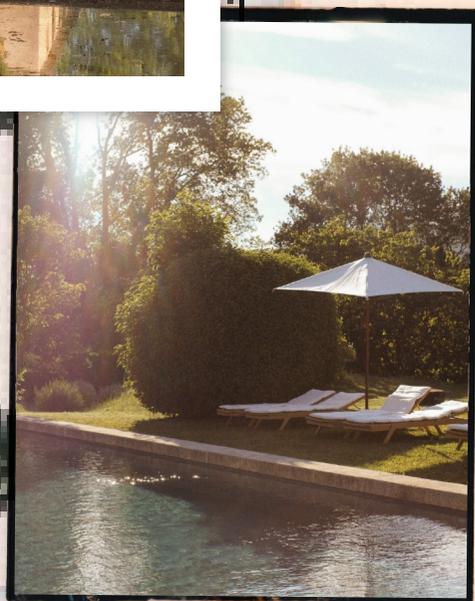
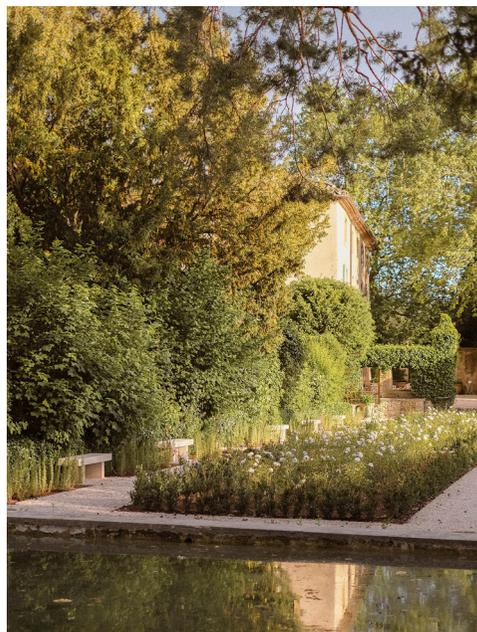
9 rooms, suites and apartments  
 Hiking, horse riding and mountain biking, electric bike rental, cultural visits, visits to vineyards, visits to lavender fields, canoeing, kayaking.

## THE KEY ELEMENTS

A secret place to live preserved in time  
 A view of the Luberon hinterland  
 A relaxed atmosphere  
 A family home to share

## THE RATES

Classic: from 250 to 460 €  
 Superior: from 310 to 520 €  
 Junior Suite: from 360 to 600 €  
 Suites: from 420 to 680 €  
 Apartment 4 people: from 550 to 930 €  
 Apartment 6 people: from 750 to 1630 €





Beaumier  
**LES ROCHES ROUGES**  
 FRENCH SAINT-RAPHAËL RIVIERA

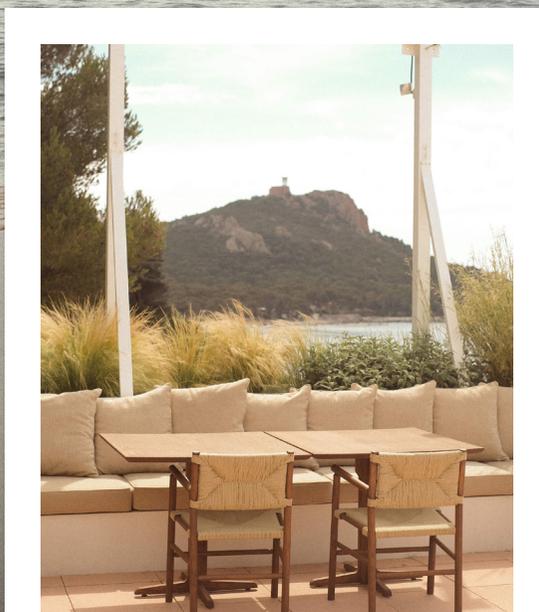
## THE BIG BLUE

Azure blue, pure white and red ochre. Three colours to pay homage to this holiday hotel, a figure of the Esterel, which lives with its feet in the water to the rhythm of the sea and the light. On a Mediterranean beach, in a protected environment facing the Ile d'Or, Les Roches Rouges has set its modernist architecture, characteristic of the late 1950s, between the pines and tamarisk trees. To come to Les Roches Rouges is to get away from the world.

To fully taste Provence, its flavours, its smells, the long sunbaths... To take care of oneself, to appreciate the passing of time and to taste with refinement the simple pleasures of holidays by the sea. Living outside, living barefoot. Taking time, enjoying the people you love and taking time for yourself. To party. Being curious, active or lazy. Being on holiday...

## LOCATION

Provence - Côte d'Azur, a mythical destination in the South of France. At the foot of the Esterel massif, a unique location facing the sea.



## THE OFFER

44 rooms and suites  
 2 restaurants, including  
 Récif 1\* Michelin  
 3 bars  
 2 swimming pools including  
 a large seawater pool  
 Spa by Kalmar &  
 Holidermie  
 Open-air cinema, ping-  
 pong, diving, petanque,  
 yoga, hiking, paddle,  
 kayaking, fishing.

## THE KEY ELEMENTS

Feet in the water  
 Being away from it all  
 Provençal cuisine (traditio-  
 nal) by José Bailly  
 The colour:  
 blue, white and ochre  
 A unique and rare place  
 on holiday on the coast  
 The Mediterranean garden  
 Simple and friendly luxury  
 The Mediterranean / Esterel

## THE RATES

Classic: from 380 to 790 €  
 Superior: from 440 to 910 €  
 Deluxes: from 440 to 990 €  
 Junior Suites: from 600 to 1350 €  
 Suites: from 720 to 1610 €

*Beaumier*  
**L'ALPAGA**  
Alt. 1100 M MEGÈVE ALPES

## HAMLET SPIRIT

A few minutes from the village, in the heart of Megève and the Aravis mountain range, the traveller is immersed in a natural setting. As typically seen in a mountain hamlet, the chalets of the Alpaga appear at the bend of a path and are organised around the heart of the hotel; the main chalet and its restaurants, the gardens and the Swedish bath facing Mont-Blanc.

We welcome both longstanding guests and new visitors to an intimate, chic and warm atmosphere, in winter as well as in summer. People come to the Alpaga for the luxury of its rooms, but also for its refined cuisine, honoured in 2020 with a second Michelin star led by chef Anthony Bisquerra. An authentic experience, that celebrates the Megevan region.

## THE STATION AND LOCATION

Megève : traditional village of Haute-Savoie, focused on gastronomy and luxury. Alpaga is located just outside the village, facing Mont-Blanc in the heart of nature.

## THE OFFER

33 rooms and suites  
 5 private chalets from  
 3 to 6 rooms  
 2 restaurants  
 including 2\* Michelin  
 Spa by Kalmar &  
 Holidermie, indoor leisure  
 bath, outdoor Swedish bath  
 facing Mont-Blanc and  
 sauna  
 Fitness area

## THE KEY ELEMENTS

The hamlet of Megevan  
 chalets  
 The gastronomic stage  
 The intimate luxury  
 The breathtaking view  
 of Mont Blanc

## THE RATES

Rooms: from 590 to 1520 €  
 Suites: from 870 to 3800 €  
 Chalets: from 2100 to 8300 €



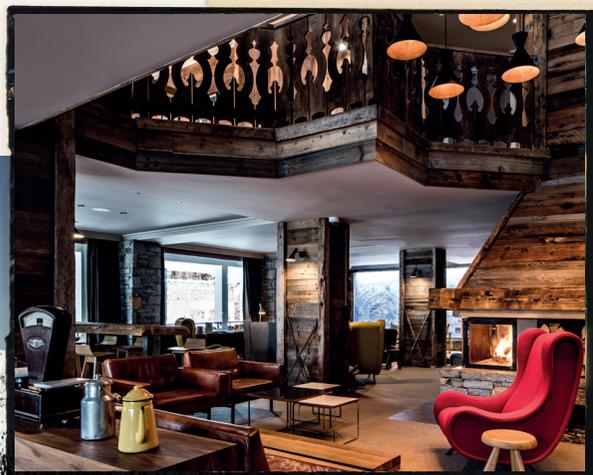


Beaumier  
**LES 3 VALLÉES**  
Ab. 1850 M COURCHEVEL ALPES

**THE LUXURY INN**

Built in the early 1950s as a skiers' hostel, the Hotel helped pave the way for the Courchevel dream. Ideally located on the slopes and the Croisette, it embodies a vision of modernity linked to the pioneers of French design and the furniture of Jean Prouvé and Charlotte Perriand, who built the Courchevel legacy and invented the framework of winter sports. The art of living in the mountains is fully reflected in the authenticity of this Alpine chalet.

With 31 large rooms, a gourmet grocery shop, a relaxation bath and a spa, les 3 Vallées is a modernist hotel at heart, offering refined luxury with the resort's chic boutiques and nightlife. An unrivalled setting for those who wish to experience one of the world's most beautiful ski areas.



**THE STATION AND LOCATION**

Courchevel 1850, in the heart of the 3 Vallées, a reference destination for skiing and après-ski.

**THE OFFER**

- 30 rooms and 1 suite
- 1 restaurant
- Terrace at the foot of the slopes
- Relaxation area with hammam, sauna and relaxing bath
- Spa by Kalmar & Holidermie
- Ski shop

**THE KEY ELEMENTS**

- An inn, Courchevel service
- Luxury guest house
- The grocery shop to keep the taste of holidays alive longer
- Historic furniture from the 1950s

**THE RATES**

- Comforts: from 450 to 1370 €
- Privileges: from 785 to 1945 €
- Suite: from 1100 to 2760 €



Beaumier

# LE VAL THORENS

Alt. 2300 M VAL THORENS ALPES

## THE CHIC AND FESTIVE SPIRIT

Situated in the heart of the resort, Le Val Thorens is a historic destination. At 2300 metres, it faces one of the largest ski areas in the world. This grand hotel, both contemporary and retro, is a place where sharing and conviviality go hand in hand.

Living at Val Thorens means having the freedom to explore multiple amenities in one place: 2 restaurants, 80 rooms and family suites, a terrace, a dazzling panoramic panorama, a huge indoor pool, a spa and a bar designed as an open space on the terrace, all offering a vibrant and fun atmosphere. A rounded experience, which transforms the traditional way of looking at the mountains to offer a chic and family-friendly adventure with each new season.

## THE STATION AND LOCATION

Val Thorens: 2300m, the highest resort in Europe, opened in 1971.  
A central location, ski-in ski-out, in the historic centre of the resort.

### THE OFFER

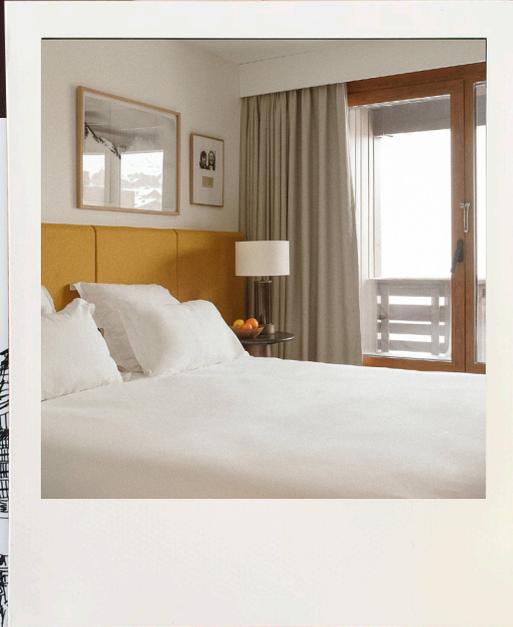
- 80 rooms & suites
- A brasserie restaurant
- A mountain restaurant: the fondue, Savoyard specialities
- A bar, the 1971
- Panoramic terrace
- Spa by Kalmar & Holidermie
- Swimming pool with mountain view
- Relaxation area with sauna and hammam
- Ski shop

### THE KEY ELEMENTS

- Sportsmanship, 4\* service
- A small village of its own
- A contemporary vision of the high mountain hotel industry

### THE RATES

- Comforts: from 290 to 820 €
- Superiors: from 320 to 780 €
- Privileges: from 470 to 1190 €
- Suite: from 570 to 1260 €



Beaumier  
**LE FITZ ROY**  
Alt. 2300 M VAL THORENS ALPES

## THE BIG FAMILY CHALET

In the heart of Europe's highest resort, on the slopes' roundabout, Le Fitz Roy has always been a meeting place for mountain enthusiasts who value elegance, conviviality and luxury without ostentation. Sitting by the fire, under a blanket in the library, or in the warmth of one of the 72 rooms, feel at home here.

On the terrace, the view of the summits invites you to relax, taste buds are awakened by the renewed gastronomic offering in the restaurant that has become a must for lovers of fine dining. The Spa invites you to enjoy a deep and restorative rest. The prestige of a place that defies time, the quality of the service and the sense of welcome create a home from home environment to enjoy with friends and family.

## THE STATION AND LOCATION

Val Thorens: 2300m, the highest resort in Europe, opened in 1971.  
 A central location, ski-in ski-out, in the historic centre of the resort.

## THE OFFER

72 rooms  
 Bar with central fireplace and library  
 A gastronomic restaurant  
 Terrace with a view of the peaks  
 Spa by Kalmar & Holidermie  
 Swimming pool, sauna, hammam  
 Ski shop

## THE KEY ELEMENTS

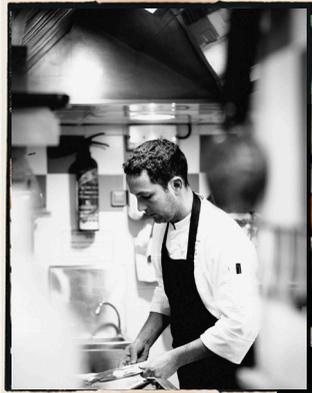
The family chalet,  
 5\* service  
 José Bailly's kitchen  
 Luxury without ostentation, elegant and warm  
 The prestige of a place that defies time  
 A return to true luxury, simple, family-oriented, personalised

## THE RATES

Superiors: from 400 to 950 €  
 Privileges: from 470 to 1090 €  
 Junior Suites: from 570 to 1390 €  
 Suites: from 710 to 3250 €



**CHEFS' PORTRAITS**



**ANTHONY BISQUERRA**

Anthony Bisquerra grew up in the south west of France, a region that continues to inspire him on a daily basis. Trained in renowned establishments, he moved to Megève in 2016 and took charge of the kitchens in 2017, achieving the restaurant's first star initially, and conquering the second in 2020.

Anthony values good produce, and knows how to combine ingredients for his constantly evolving, innovative menu.

He revisits the Savoyard classics and infuses his vision of cuisine into a brasserie style at Le Bistrot de l'Alpaga, and into the gastronomic version at La Table de l'Alpaga.

**JOSÉ BAILLY**

Hailing from his native Finistere to working on the shores of the Mediterranean, Jose Bailly has forged a passion for coastal produce.

After working in some of the great Parisian and Savoyard restaurants, he met the Beaumier team at the Fitz Roy, in Val Thorens, where he still works in winter..

This lover of the region, crowned with a Michelin star in 2018, offers true Provençal cuisine in the Roches Rouges restaurants, notably red mullet, pine nut tarts and beef stew. Some of the recipes are taken from René Jouveau's cookbook, a classic of Provençal cuisine. He will visit the market or meet Olivier Bardoux, the fisherman who comes to deliver his fresh fish to the hotel every day.

**NOËL BÉRARD**

His career, which has taken him from one of France's top restaurants to another, has forged a cuisine that is in tune with the times, both rooted and attentive to their needs.

After spending a few years in Hong Kong, then with Edouard Loubet, he took over the reins of the Capelongue restaurants to add his own touch and vision of cuisine. The restaurant «La Bastide» was crowned with a Michelin star in 2022.

His pragmatic approach to cooking is in tune with the times, without forgetting the heritage of the region and the place.

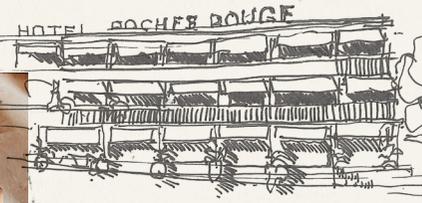
From the asparagus of Villelaure to the truffles of the Carpentras market, via the lamb of Sisteron, the trout of the Sorgue, or the homemade olive oil... He draws his inspiration from the land and the cycle of the seasons, combining spontaneity with respect for the products.

## THE BEAUMIER COLLECTIVE, A RANGE OF COLLABORATIONS

Guy Bareff

**Sculptor - Les Roches Rouges**

“Create unique clay pieces and bring them to life in living spaces.”



Studio be-poles

**Creative Studio**

“Giving meaning to spaces, identities and visual stories. A different, more sensitive, less perfect luxury.”



Jaune

**Architects - Luberon's Hotels**

“A search for authenticity in the hospitality industry, immersing guests in local and fair trade know-how; the true luxury of today.”



Jérôme Lefort

**Writer**

“Bringing the brand to life, through chosen words, finely chiselled and balanced, to tell its story.”



Hubert Poirot Bourdain

**Illustrator**

“Telling the brand, its stories and its heritage in a different way.”





## Charles & Co

### Architects - Alps Hotels

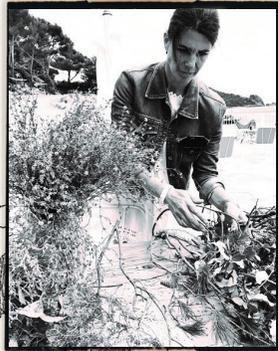
“Highlighting design by working with raw materials and quality craftsmen to create unique spaces with depth and substance.”



## Atelier Lamarck

### Landscaper

“Explore the idea of temporality and develop short, medium and long term scenarios, forgetting the classical idea of the garden.”



## Olivier Bardoux

### Fisherman - Les Roches Rouges

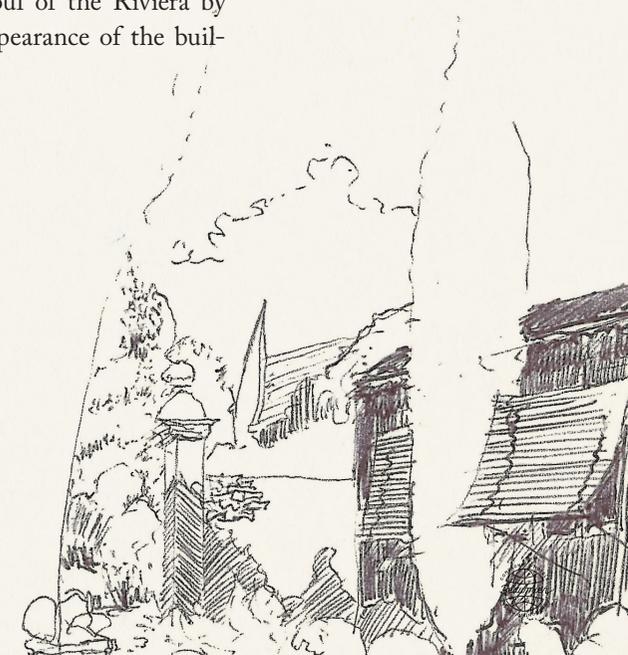
“Sustainable and seasonal fishing for daily fresh deliveries to the restaurant.”



## Festen

### Architects - Les Roches Rouges

“To allow people to disconnect, to keep the aesthetic and visual soul of the Riviera by enhancing the true appearance of the building.”



## PRESS RELATIONS

### FRANCE

#### Magna Presse

Flavie Costamagna & Lidwine Faure  
13 Rue de la Grange Batelière, 75009 Paris  
beaumier@magnapresse.com  
+33 (0)1 76 47 12 90

### UK / WORLD

#### Re:Agency

Lauren Scott-Harris & Emma Harding  
UK: 21A Noel Street, London, W1F 8GR / +44 7501 948 351  
US: 223 West 13th Street, The Studio, New York, NY, 10011 / +1 (718) 877 1787  
beaumier@re-agency.com



[www.beaumier.com](http://www.beaumier.com)