

TRAVEL AND HOSPITALITY

Rolls-Royce, Audemars celebrate iconic resort's golden anniversary

July 28, 2017



The iconic Le Byblos in Saint-Tropez

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Five-star resort The Byblos Htel is celebrating its golden anniversary through a myriad of partnerships that respect the hospitality brand's iconic status on the French Riviera.

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Visitors and fans of The Byblos Htel in Saint-Tropez will be able to experience one-of-a-kind trips as well as purchase limited-edition products to celebrate its milestone. The festivities and initiatives will both look back on and celebrate the location's history while also looking to the next 50 years for the brand.

"For half a century, Hotel Byblos has become a second home to celebrity icons, community leaders, world travellers and industry tycoons," said Antoine Chevanne, fourth generation CEO of Groupe Floirat. "As we turn 50 this year, a variety of special offerings have been created to capture the mystique of St Tropez's past and present, and pay homage to our coveted heritage.

"It's very important to emphasise the company's values in order to prove you are not getting swept away with the rapidly changing world. The challenge is to remain unique, whilst growing with our times," he said.

Branding amongst brands

Italy's Missoni Home is bringing its colorful Italian style to the French Riviera as The Byblos Htel in Saint-Tropez celebrates its 50th anniversary.

Opened on May 27, 1967, The Byblos is a 5-star hotel known for its colorful exterior and elite guests. To celebrate its milestone anniversary, and all the revelers who have stayed within its rooms, The Byblos worked with Missoni Home's Rosita Missoni to outfit a colorful suite ([see more](#)).

Watchmaker Audemars Piguet has created a limited-edition timepiece dedicated to the Byblos. This is the first time the brand has ever designed a watch to celebrate a hotel or resort.



Audemars' limited-edition watch for Byblos. Image credit: The Byblos Htel

The Royal Oak Offshore Chronograph Summer Edition is comprised of 70 pieces, which are being exclusively sold at the Byblos location in Saint-Tropez. The collection will feature a variety of 20 brushed steel and diamond watches for women and 50 rose gold metal for men.

Audemars Piguet's collection will be sold until Oct. 16.

French leather goods house Goyard has created a limited-edition bucket bag featuring branding from the hotel. In celebration of the Byblos' 50 years, there will only be 50 bags in production.



Goyard's special bucket bag. Image credit: The Byblos Htel

Each bag will be labeled with its production number. The bags will also be available only at The Byblos in Saint-Tropez until Oct. 16.

Limited-editions

Cosmetics brand Sisley is celebrating the anniversary with a special bag adorned with the colors of the hotel and

products perfect for a trip to Saint-Tropez. The lambskin bag is made of tassels with the colors peacock blue, powder pink, saffron and coral.

Products in the bag are all related to suncare, preparing visitors for their trip in the sun.

The Rolls-Royce Dawn B50 also celebrates the occasion, sporting the hotel's colors. The specially produced vehicle is 5.3 meters long, two meters wide and is equipped with a V12 featuring 570 brake horsepower.

LVMH-owned Champagne house Dom Prignon is embracing the French Riviera's nightlife culture through five limited-edition bottles.

The series of limited-edition bottles was created by Dom Prignon in collaboration with The Byblos Htel in Saint-Tropez as the 5-star resort celebrates 50 years. As part of ongoing celebrations at the property itself, The Byblos Htel has worked with brand friends to collaborate on limited-edition goods and experiences ([see more](#)).

"By creating these bespoke and unique experiences for our guests. In order to do so, we partner with like-minded brands, who share the same beliefs and values of the group," Mr. Chevanne said. "For instance, this year for Hotel Byblos 50th Anniversary, we partnered with a range of luxury brands that share a similar mindset: Rolls Royce, Audemars Piguet, Goyard, Sisley, Missoni Home and Dom Prignon.

"By creating these affiliations, we ensure guests are delivered any service to the highest standards, always in a similar spirit," he said. "We are looking forward to celebrating its next 50 years as a legendary destination."

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