

TRAVEL AND HOSPITALITY

Dior debuts dreamy pop-up spa at Belmond's Hotel Splendido

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The Dior Jardin des Rves pop-up spa is open until Sept. 30. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

France's Dior is embracing *la dolce vita* with a pop-up spa at Belmond's Hotel Splendido on the Italian Riviera.

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Through Sept. 30, Dior is hosting its Jardin des Rves, or garden of dreams, on the property. The collaboration between LVMH brands showcases Dior's approach to the art of beauty while spotlighting a picturesque setting.

Spa at the Splendido

Belmond's Splendido Mare Hotel reopened last spring after months of anticipation and a renovation meant to revive the property's nautical allure.

With only 14 rooms and suites, the Splendido Mare offers guests an intimate experience. The hotel's most famous guest was Ava Gardner, who stayed there in 1954 while film *The Barefoot Contessa* ([see story](#)).

Dior's pop-up spa is set in the Splendido gardens, which overlook Portofino Bay. Two gazebos with the maison's classic Toile de Jouy pattern offer guests privacy while blending in with the lush vegetation.



A green Toile de Jouy pattern is incorporated throughout the pop-up spa at the Splendido. Image credit: LVMH

A second space is found on the Bagni Fiore beach in Paraggi. The terrace hosts a treatment cabin with net curtains, beach mattresses and sun loungers in the same Dior Toile de Jouy motif.

Guests can indulge in face and body treatments, including the new Dior Bronze Signature Massage, at both pop-up areas.

To help guests bottle up the experience, Dior has created a limited edition of its *Escale Portofino* perfume. The eau de toilette captures the scents of the Mediterranean, including Calabrian bergamot, Sicilian petit-grain, Italian citron, bitter almond and orange blossom from Cyprus.

The Splendido Edition is packaged in the spa's green Toile de Jouy pattern and is only available online and at select Dior boutiques in France and Italy.

The French label is in a summer state of mind, having recently launched its Dioriviera capsule for the season and an accompanying campaign inspired by sunny days in the South of France ([see story](#)).

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