

FRAGRANCE AND PERSONAL CARE

## Dior Spa Eden-Roc opens doors in Antibes

April 28, 2023



*The spa at Htel du Cap-Eden-Roc will remain open through Oct. 15, 2023. Image credit: LVMH/Matthieu Salvaing*

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior's** beauty division has touched at France's famed **Htel du Cap-Eden-Roc**.

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LVMH's own is announcing the opening of the new Dior Spa Eden-Roc in Antibes. The Cte d'Azur-based beauty and wellness center offers six first-time wellness treatments in addition to the personalized roster with which the spa's fans have grown familiar.

### Luxury lodging

Embedding itself into 150 years of history, Dior's seaside experience has arrived at the iconic Htel du Cap-Eden-Roc.

The Mediterranean destination has occupied the southernmost tip of Cap d'Antibes for more than a century. The inaugural space, peppered with gazebos and cabanas donning the maison's blue Dior Oblique jacquard print, was inspired by the idyllic coastal setting.

[View this post on Instagram](#)

A post shared by Dior Beauty Official (@diorbeauty)

In 2021, house perfumer Franois Demachy collaborated with the Oetker Collection member on the launch of the commemorative Eden-Roc scent, filed under the Collection Prive Christian Dior.

What began with the launch of a commemorative fragrance has since evolved into a full-fledged operation, one which lists Dior Beauty's partnership-powered Hydrofacial technology ([see story](#)) and a dedicated Iyashi Dme infratherapy treatment as part of services performed on-site.

Rooted in nature, a set of customizable face and body "Dioriginels Rituals" carry titles such as "Escale Eden-Roc" and "Riviera Solar Glow," and hint at Dior Beauty's holistic ethos.



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Meanwhile, guests are encouraged to explore a set of "Bouquets." Exclusive to the Dior Spa Eden-Roc, the packages are available in increments of three, seven, 10 or 14-day courses.

Shoppers can also opt for an on-campus boutique, which stocks the aforementioned special-edition fragrance, plus the Dior Solar range, befitting of the surroundings and inclusive of luxury skin and hair care products.

Held outdoors in the gardens or inside, group and private yoga sessions additionally complement the mixed-use setup.

The spa at the Htel du Cap-Eden-Roc will remain open through Oct. 15, 2023.

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