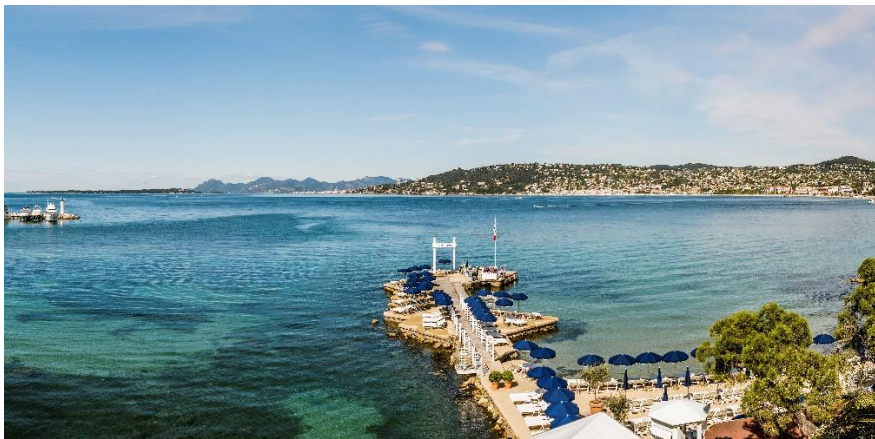


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RELIVE THE GLAMOUR OF THE ROARING TWENTIES
AT THIS LUXE CÔTE D'AZUR HOTEL

Elizabeth Brownfield



Views of the Med, Lérins Islands, and Esterel mountains from Hôtel Belles Rives -COURTESY OF HÔTEL BELLES RIVES

You may not have heard of Juan-Les-Pins, the charming seaside resort town on the French Riviera's glamorous Cap d'Antibes. But if the brilliant blue waters, picturesque beaches, and megayachts anchored in Millionaire's Bay aren't enough of an endorsement to travel to this ultra-luxe destination, just look back a hundred years.



In the post-war era of the 1920s, this gorgeous stretch of the Côte d'Azur may very well have been the most glamorous summer beach destination in the world. Wealthy American expats and tastemakers Gerald and Sara Murphy began "summering" in Cap d'Antibes and soon

established it as a gathering place for their famous Lost Generation writer friends like Ernest Hemingway and F. Scott Fitzgerald, and artists including Pablo Picasso, Jean Cocteau, and Henri Matisse — all of whom immortalized the glamorous destination in their work.



The former Villa Saint Louis is where F. Scott Fitzgerald lived when he wrote "Tender is the Night" COURTESY OF HÔTEL BELLES RIVES

F. Scott and Zelda Fitzgerald loved Cap d'Antibes so much, they took up residence at the waterfront Villa Saint Louis with their daughter from 1925 to 1926. It was here that he wrote *Tender is the Night*, inspired by his rich bon vivant friends, the Murphys.

In 1929, the property evolved into Hôtel Belles Rives, giving other jet-setters the chance to sleep, sunbathe, dine, and relax in the storied villa the Fitzgeralds made famous. It was the first hotel on the water along the Côte d'Azur, ushering in a new era of glamour that still continues today with its luxe guest rooms and suites, see-and-be-seen beach, and romantic terrace and Michelin-starred restaurant with panoramic views of the sparkling Mediterranean.



In warm weather, guests of La Passagère can dine on the spectacular terrace COURTESY OF HÔTEL BELLES RIVES

Location

Hôtel Belles Rives is located on the French Riviera's glamorous Cap d'Antibes, right on the water in the charming seaside town of Juan-Les-Pins. The resort destination is in the heart of the Côte d'Azur, between Nice and Cannes.

The scene

Fashionable jetsetters sunning, swimming, and lounging in Art Deco opulence



Slim Aarons captures water skiers in the South of France in 1958 - GETTY IMAGES

What to know

Juan-Les-Pins is the birthplace of water skiing. As the first hotel on the water along the Côte d'Azur, Hôtel Belles Rives began offering watersports as soon as it opened in 1929. In 1932, the world's first Water Ski Club was formed there, sponsored by American millionaire Frank Jay Gould. And in 1949, the town hosted the first worldwide water ski championship.



Juan-Les-Pins is the birthplace of water skiing COURTESY OF HÔTEL BELLES RIVES

Today, Hôtel Belles Rives carries on the tradition with water skiing from its own pontoon, and by offering the services of Water Ski Butlers who are on hand to help prep and guide water skiers from newbies to advanced make the most of their time on the water.

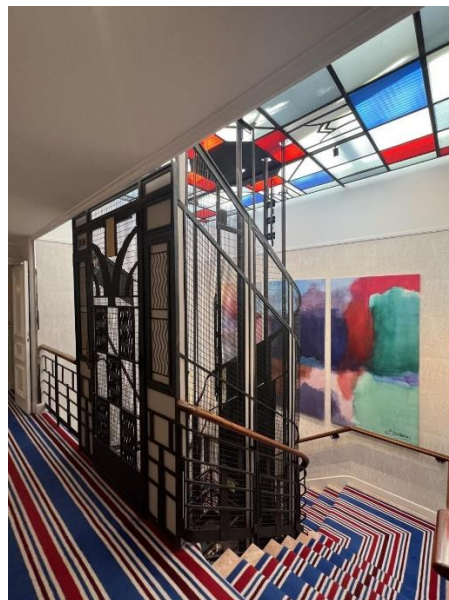
Note that reservations are required for watersports and for sunbeds at the private beach, and do incur additional fees.



Panoramic sea views from the Zelda suite COURTESY OF HÔTEL BELLES RIVES

Architecture and Décor

The storied property's Art Deco roots are well preserved, with Carrara marble floors inlaid with vibrant mosaics, intricate chandeliers, art from the 1930's, and Bernardaud porcelain hand-painted with scenes from local surroundings.



Art Deco and contemporary design elements are married throughout the property ELIZABETH BROWNFIELD

But designer Olivier Antoine has added a layer of contemporary pieces that make the spaces feel fresh. Case in point: the design "moment" in the staircase of the original ornate caged elevator and primary-colored stained glass, paired with blue and red-striped carpets and oversized abstract art.

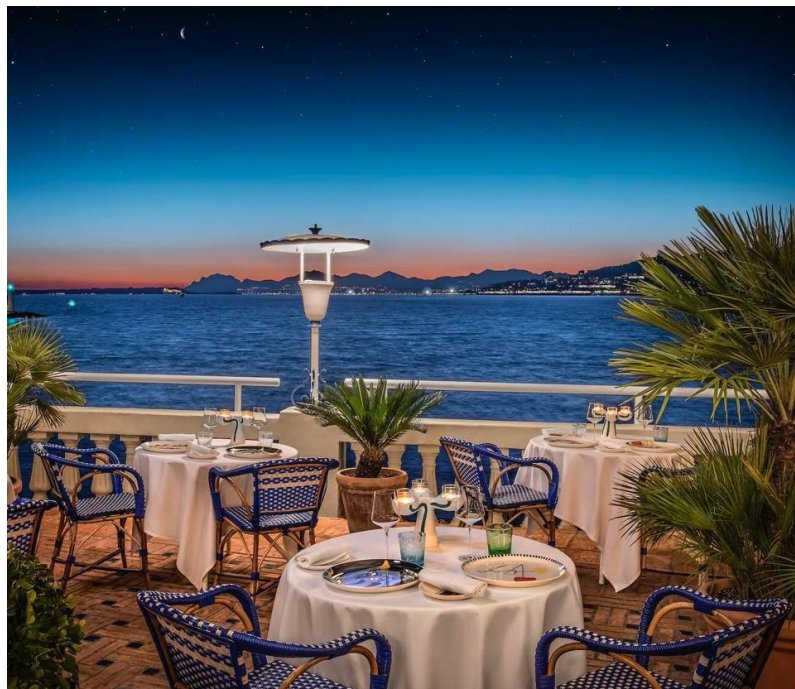


Each of the 43 rooms and suites has a balcony overlooking gardens or the sea COURTESY OF HÔTEL BELLES RIVES

Rooms & Suites

There are 43 rooms and suites: all have balconies, and are decorated in a crisp and classic, timeless style.

Superior rooms have views of lush gardens, while Superior, Deluxe, and Panoramic Sea View rooms are extra spacious, with breathtaking views of the Riviera. If you're traveling with family or a group, connecting rooms are available.



The terrace offers stunning views of the Med, Lérins Islands, and Esterel mountains COURTESY OF HÔTEL BELLES RIVES

Dining

Stunning views of the Med, Lérins Islands, and Esterel mountains are matched by the exquisite cuisine at La Passagère, the hotel's onsite Michelin-rated restaurant. Chef Aurélien Véquaud showcases local seafood with dishes like ravioli of crab with caviar and verbena mousse. Pastry Chef Steve Moracchini also takes inspiration from the sea with showstopping desserts like "pearl in blown-sugar shell."



Bar Fitzgerald, a designated Cafés Historiques et Patrimoniaux d'Europe COURTESY OF HÔTEL BELLES RIVES

Named for its most famous resident, Bar Fitzgerald is a designated Cafés Historiques et Patrimoniaux d'Europe (an exclusive group of historic European heritage cafés). The smart space is a relaxing spot to sip Champagne or cocktails crafted at the original leather bar while surrounded by parquet flooring, comfy club chairs, and live piano.



Fresh seafood takes center stage at Plage Belles Rives COURTESY OF HÔTEL BELLES RIVES

Guests may also opt to dine more casually at the chic, seafood-centric Plage Belles Rives right on the water, or for Spain-meets-Provence drinks and dishes at PASEO, which is a short walk away at the hotel's sister property, Hotel Juana.

Who it's best for

Couples, families, solo travelers; ay fans of Fitzgerald, the Lost Generation and Art Deco opulence



The walled old city of Antibes UNIVERSAL IMAGES GROUP VIA GETTY IMAGES

Nearby Attractions

The Greek and Roman walls of old town Antibes, Picasso Museum, Grimaldi Castle, Provençal Market, Nice and Cannes.

<https://www.forbes.com/sites/elizabethbrownfield/2024/02/27/relive-the-glamour-of-the-roaring-twenties-at-this-luxe-cte-dazur-hotel/?sh=4f2617d11197>