



CELEBRATING A CENTURY OF FITZGERALD AT HÔTEL BELLES RIVES, WHERE "TENDER IS THE NIGHT" BEGAN

2025 Also Marks the 100th Anniversary of the Publication of *The Great Gatsby*



Hôtel Belles Rives

JUAN-LES-PINS, France (16 December 2024) – In 2025, [Hôtel Belles Rives](#) invites the world to mark a milestone in literary history: the centennial of *The Great Gatsby*, F. Scott Fitzgerald's masterwork that has captivated readers for generations. Published on April 10, 1925, *The Great Gatsby* defined the Jazz Age, immortalizing the glamour, ambition, and complexities of 1920s America through the unforgettable tale of Jay Gatsby and his elusive American Dream. It is also the 100th celebration of F. Scott and Zelda Fitzgerald's time on the French Riviera, where their lives became woven into the lore of the Lost Generation.

What was once Villa Saint-Louis—a captivating villa perched on the sparkling Mediterranean—would later become Hôtel Belles Rives, an art deco landmark on the Côte d'Azur that today stands as a living tribute to the tone of the period Fitzgerald captured, which was both luxurious and creatively charged, setting a relaxed yet elegant backdrop for his literary pursuits. Here, in 1925, F. Scott Fitzgerald began writing his seminal novel, *Tender is the Night*, drawing on the dazzling, yet complex, life he shared with Zelda and capturing the Riviera's allure in prose that would immortalize it forever.

Perched at the edge of Juan-les-Pins, Belles Rives was, and remains, a sanctuary for creativity and escape. For the Fitzgeralds, this villa represented a modern sanctuary—a place where luxury met wild beauty and the tranquil sea views became muse. As the story goes, Scott would sit in the very rooms that now bear his name (as well as the Zelda suite), penning early chapters of *Tender is the Night*, with the blue expanse of the Mediterranean serving as both inspiration and metaphor for the novel's themes of beauty, decadence, and longing.



Zelda Suite at Hôtel Belles Rives

By the time the Fitzgeralds left in 1927, Antibes, the Cote d'Azur and the French Riviera had become a playground for the avant-garde -artists, actors, and emigres. In 1930, Villa Saint Louis was rebuilt and opened as Belles Rives, by hotelier Boma Estène, quickly becoming the destination for riviera escapes.

Today, Belles Rives is still owned and operated by the Estène-Chauvin family, whose visionary leadership has preserved its art deco heritage since 1929. As one of the few independently owned hotels on the French Riviera, the property is under the guidance of Marianne Estène-Chauvin and her son Antoine Chauvin-Estène, and today, the hotel continues to honor its legacy with period-authentic decor and artisanal touches. As this iconic landmark reaches its centenary, it stands ready to welcome a new generation of visitors, writers, and dreamers to revel in the same beauty that captivated the Fitzgeralds a century ago.

In homage to Fitzgerald's legacy, Hôtel Belles Rives will be hosting a series of exclusive literary events, dinners, and themed experiences throughout 2025, each designed to bring guests closer to the world of the Lost Generation. Special menus at the one Michelin star La Passagère will feature the period's culinary delights, curated cocktails at Bar Fitzgerald will bring Gatsby-era glamour to life, and expert-led tours will guide guests through the history of the hotel and its former residents, offering insight into how these surroundings shaped Fitzgerald's timeless work.



Prix Fitzgerald. Image by Gregoire Bernardi/AP

Further, the hotel's beach club, La Plage Belles Rives, with its Art Deco design and sweeping Mediterranean views, perfectly captures the glamour epitomized by the Fitzgeralds during their time on the Riviera. Alongside Sara and Gerald Murphy and other legendary figures of the era, they helped shape the vibrant beach culture for which the region is now celebrated. Visitors can unwind on the private lido, partake in water sports, and even connect to the birthplace of waterskiing—a legacy born at this iconic locale.



La Plage Belles Rives

Notable events already on the calendar include:

- **Bal des Rêves:** June 5, 2025 – a charity ball to support Tara Océan
- **The Annual Fitzgerald Literary Prize:** June 14, 2025 – former winners include American writers Joyce Carol Oates (2024), Quentin Tarantino (2023), Jeffery Eugenides (2013), Amor Towles (2012) and more.

Starting rates for 2025 range from 390€ to 1900€. For more information visit bellesrives.com or your preferred travel advisor.

About Hôtel Belles Rives

Hôtel Belles Rives is an Art Deco gem that stands above the sparkling blue waters of the Mediterranean. F. Scott Fitzgerald penned *Tender is the Night* here, and the property is a testament to the breezy extravagance of a bygone era yet reveals a modern design, offering 43 rooms and suites. A gastronomic Mediterranean experience awaits at La Passagère, the onsite, one-star Michelin restaurant led by culinary maestro, Aurélien Véquaud. Classic cocktails can be found at Bar Fitzgerald, named for the property's original resident. The hotel's private beach features the Belles Rives Beach Restaurant, the Water Sports Club, and the jetty that's home to the hotel's private boat dock. Extend that sun kissed, blissed-out feeling with an innovative treatment by luxe Swiss skincare house, Valmont onsite at its namesake beauty corner. The property—with an ownership bloodline dating back to the 1930s—is now helmed by the fourth generation, the 43-year-old, Antoine Chauvin-Estène who is imparting an egalitarian and refreshing approach to this emblematic riviera classic.

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EDITOR'S NOTE:

Hotel Belles Rives invites media and literary enthusiasts alike to celebrate this historic anniversary—a toast to the enduring magic of the French Riviera and the legacy of the Fitzgeralds' indelible influence on literature and culture.

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