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PRIVATE AIR
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LIFE BEYOND FIRST CLASS

DEPARTURES

ECHOES OF THE JAZZ AGE BY THE SEA

Hôtel Belles Rives, an Art Deco gem on the Côte d'Azur, celebrates the centennial of *The Great Gatsby* with immersive literary events, luxurious dining, exclusive experiences, and timeless Riviera charm that honors the legacy of F. Scott Fitzgerald.

SHARON DAVIS



juan-les-Pins, with its gentle hum of cicadas and the shimmering expanse of the Mediterranean, feels like a dreamscape. Time slows as you approach Hôtel Belles Rives, the storied Art Deco retreat perched at the edge of the Côte d'Azur. Under a sky the color of crushed sapphires, the past whispers through every room, where F. Scott Fitzgerald once penned prose that danced like sunlight on water. In 2025, this iconic sanctuary invites the world to celebrate a milestone in literary history: the centennial of *The Great Gatsby*. Published in 1925, Fitzgerald's masterwork immortalized the glamour, ambition, and heartbreak of the Jazz Age, a legacy that began in part on the French Riviera.

Originally Villa Saint-Louis, this captivating villa provided the Fitzgeralds with a refuge where luxury met untamed beauty. Perched above the tranquil Mediterranean, the setting inspired Fitzgerald to begin crafting *Tender is the Night*, weaving the complexities of his own life with Zelda into a narrative infused with longing and decadence. Today, Hôtel Belles Rives stands as a living tribute to the elegance and creativity of the era, its art deco heritage lovingly preserved by the Estène-Chauvin family.

The lobby greets visitors with a symphony of elegance: black-and-white tiles gleam like polished onyx beneath chandeliers that evoke Gatsby's most glamorous soirées. Sea air drifts in, carrying a hint of salt and the distant melody of laughter from the private beach. In the Zelda Suite, step onto the balcony and behold the Mediterranean as it unfurls like a living canvas, its hues shifting from aquamarine at the shore to the deepest navy on the horizon. The rhythmic lapping of waves seems to echo Fitzgerald's words, evoking the romance and melancholy of the Jazz Age.



A Culinary Journey

Dining at Hôtel Belles Rives is a celebration of flavor and artistry. The Michelin-starred *La Passagère* delights with its Mediterranean-inspired menu, where dishes like line-caught fish and delicate shellfish pair seamlessly with fine wines. Each plate is crafted as a work of art, reflecting the vibrant flavors of the Riviera. For more relaxed fare, *La Plage Belles Rives*, the beachfront restaurant, offers casual yet refined dining, with options ranging from fresh salads to grilled seafood, all served with the soothing backdrop of waves meeting the shore. Just steps away in Juan-les-Pins, *Paseo* tempts with a contemporary twist on Riviera dining, blending innovative cuisine with a lively atmosphere.

Exclusive Experiences

Hôtel Belles Rives goes beyond luxury to craft bespoke experiences for its guests. A *Pic-Nic Chic* at the iconic Phare de la Garoupe invites visitors to enjoy an alfresco feast of artisanal dishes prepared by the hotel's chefs, with the stunning Mediterranean views as a backdrop. For couples, the *Romance Belles Rives* experience offers intimate moments by the sea, including candlelit dinners and private beachside relaxation. Culinary enthusiasts can immerse themselves in the *Fish & Cook* program, where local fish markets and hands-on cooking workshops provide a flavorful glimpse into the heart of Mediterranean cuisine.



Relaxation and Rejuvenation

After a day of indulgence, unwind at the hotel's luxurious spa, a serene retreat offering treatments designed to revitalize the body and soul. Featuring products by Valmont, a Swiss skincare house renowned for its innovative therapies, the spa provides an oasis of calm, blending Mediterranean-inspired wellness with contemporary techniques. Indulge in a facial, massage, or a bespoke treatment tailored to your needs, and leave feeling restored and radiant.

The Riviera's Golden Glow

The next morning, *La Plage Belles Rives* beckons, where striped cabanas and a private jetty evoke the Riviera's golden age. Under the Mediterranean sun, the private beach club offers a perfect retreat, blending glamour with serenity. Guests can lounge by the turquoise waters, enjoy a refreshing swim, or indulge in water sports, paying homage to the adventurous spirit of the era. It was on these shores that waterskiing was first pioneered, a testament to the creative energy that permeated the Fitzgeralds' time here.

As the day winds down, the magic of Hôtel Belles Rives becomes ever more apparent. Candlelight flickers in the evening breeze, illuminating the timeless beauty of this Art Deco gem. The glow of the hotel against the starlit sky feels like a scene pulled directly from *Tender is the Night*—a fleeting, poetic moment of perfection that lingers long after it has passed.



Celebrating Fitzgerald's Legacy

To honor Fitzgerald's enduring legacy, Hôtel Belles Rives has curated a year of extraordinary events throughout 2025. Themed literary dinners at *La Passagère* will feature menus inspired by the decadence of the 1920s, paired with wines and cocktails evocative of Gatsby's world. *Bar Fitzgerald*, with its Art Deco charm, will serve signature drinks like the Fitzgerald Martini, allowing guests to toast to a century of literary brilliance in an ambiance of vintage sophistication.

For those drawn to history, expert-led tours will unveil the fascinating stories behind the hotel and its famous residents, offering a glimpse into the lives of the Fitzgeralds and their avant-garde circle. Guests can walk in the footsteps of F. Scott and Zelda, exploring the very spaces that inspired some of Fitzgerald's most poignant works.

Notable events on the calendar include Bal Rêves on June 5, 2025, an opulent charity ball benefitting Tara Océan, and The Fitzgerald Literary Prize on June 14, 2025, celebrating contemporary authors who embody Fitzgerald's spirit of innovation and artistry.

Hôtel Belles Rives is a living legacy, a tribute to the creative spirit that once inspired one of America's greatest writers. On the Côte d'Azur, where history, beauty, and creativity unite, the echoes of the Jazz Age continue to inspire new generations of dreamers.

Starting rates for 2025 range from 390€ to 1,900€.

For more information, visit www.bellesrives.com or contact your preferred travel advisor.

<https://www.private-air-mag.com/departures/h%C3%B4tel-belles-rives>