

Oetker Collection to Launch Saint-Tropez Hotel in 2027

Gilles & Boissier is spearheading the interior design of the 53-key property

Words by: Stephanie Chen



Renderings courtesy of Oetker Collection

[Oetker Collection](#) is preparing to introduce a hotel in Saint-Tropez.

Set to open for the 2027 season, the [yet-to-be-named property](#) will occupy the former site of Le Mas Bellevue Saint-Tropez, ideally positioned between the town of Saint-Tropez and Pampelonne Beach in Ramatuelle.

Paris-based design duo [Gilles & Boissier](#) will lead the interior design, while [Triptyque Architecture](#) will oversee the reconstruction.

Conceived as a serene sanctuary, the hotel will unfold like a hamlet, comprising 53 rooms and suites across 11 two-story houses.

Onsite highlights will include an oversized infinity swimming pool, expansive wellness facility, and a variety of dining experiences.

Elegant simplicity by Gilles & Boissier

The design concept will convey understated sophistication. Both the indoor and outdoor spaces will showcase natural materials, such as aged tiles, local stones, climbing vegetation, and wooden pergolas.

Dorothee Boissier compares the visual experience akin to being on a sailboat: “A simple gesture brings the water close enough to feel the sea spray

softly caress your face. Everything here is immediate, near, as if immersed in the essence of simplicity. Unlike a yacht, where layers separate you from the sea, here, everything is within reach.”

It is “an invitation to embrace the essentials, embodied in the hotel’s philosophy: ‘What you have is all you need,’” she adds.

The lobby and guestrooms

Inspired by the Tropezian environment, the lobby will showcase textured plaster walls adorned with delicate patterns and a white stone floor. Roman-inspired arches will stand alongside warm wooden beams, reminiscent of authentic Provençal farmhouses.

In the guestrooms, arched windows open onto terraces with stunning sea views. Here, “raw, brushed, and molded wood panels embrace the room like a jacket carefully placed on bare shoulders, bringing warmth and comfort,” Boissier describes. “The straw headboard will complement the soothing colors of the room, while rope, a recurring design element, will gracefully adorn many details. The colors of Saint-Tropez—delicate pastels, warm ochres, and subtle pinks—combine harmoniously with the sunlit, red-tiled roofs.”



