

ABOVE

Rendez-vous in St Barths



HÔTEL BARRIÈRE
LE CARL GUSTAF
ST BARTH



*St Barths
from above*



*Experience
true luxury in
the Caribbean*

THE HÔTEL BARRIÈRE LE CARL GUSTAF ON ST BARTHS
A LUXURY HOTEL FOR A LUXURY DESTINATION

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It is on the French island of St Barths in the Caribbean, a long-haul flight away from Europe, that Barrière has opened its latest project – a 5-star hotel that oozes luxury, elegance and French-style charm.

Here, on a gentle promontory that gives the hotel the appearance of the bridge and prow of a yacht at anchor, the Hotel Barrière Le Carl Gustaf and its 23 rooms, suites and bungalows (including a penthouse suite) lie moored in the Caribbean, offering luxurious accommodation in the land of the trade winds.

“Le Carl” is a property that welcomes friends.

Its own friends. Amid tropical elegance that creates an ambience of wellbeing, relaxation and letting go the perfect place for a romantic holiday, or for spending time with family and friends, enjoying the simple pleasures of being with your loved ones.



Within the century-old walls and terraces of Le Carl Gustaf, designers Gilles & Boissier have created a charming ambience where filtered sunlight creates ever-changing reflections of light and shade. Simple fabrics and natural materials such as wood and stone add to the appeal, as does the hotel's setting on a low hill which stands above the stunning landscapes of sea and sky like a tropical "altana" roof terrace.

Everything is close by: the idyllic Shell Beach and its superb Le Shellona restaurant, the perfect setting in which to unwind, is just five minutes' walk away; the lively port, with its tranquil alleyways and romantic, sophisticated boutiques, and the natural sea pools of Grand Fond and Petit-Cul de Sac. Not forgetting the renowned Le Fouquet's restaurant which has made the journey from Paris to offer guests the delicious and exciting cuisine created by 3-star Michelin chef Pierre Gagnaire. On St Barths, the Hotel Barrière* Le Carl Gustaf offers true Caribbean-style luxury.

* Founded in 1912, the Barrière group, presided over by Dominique Desseigne, is a family-owned French group comprising 18 hotels, 33 casinos and 1 gaming club, with close to 7,000 employees. The opening of Le Carl Gustaf on St Barths follows that of the Hotel Barrière Les Neiges in Courchevel in 2017.

The Hotel Barrière Le Carl Gustaf is the only hotel on the island boasting panoramic views of the port of Gustavia, the island's capital. Retroceded to France by Sweden in 1877, the island of St Barths (covering an area of 24km²) is a French territory in the Caribbean, situated just 20km from St Martin and 200km south-east of Guadeloupe. As in mainland France, the island's currency is the euro. "Discovered" in the 1950s by wealthy tycoons, and then in the early sixties by the jet-setters of the hippy era, discreet St Barths has been a popular destination for international film stars, celebrities and famous models ever since.

Pleasure and wellbeing



Atmosphere

Barrière offers its guests a taste of true Caribbean luxury at Le Carl Gustaf. With its simple elegance and relaxed feel, the hotel boasts 23 guestrooms, suites and bungalows with a nuanced decor which is both tropical and French in style. Discreetly chic, and adorned with soft fabrics and natural materials, these spaces offer a tranquil haven in which to relax and spend time with loved ones. Here, the only glitter is provided by the fine morning dew, the lights of the boats in the bay at dusk and the ribbons of stars shining overhead in the clear night sky. With its naturally raised terrace overlooking the peaceful harbour of Gustavia, the island's capital, Le Carl Gustaf resembles a vast balcony with views of the blue sea, the sky and surrounding greenery – a picture-postcard scene enhanced by a magical tropical garden just five minutes' walk from the idyllic Shell Beach. This luxurious yet restrained setting is the perfect backdrop for a romantic break for two, or a holiday with family or friends. The decor bears the signature the renowned French design agency Gilles & Boissier*.

* Founded in 2004, Gilles & Boissier is a renowned design agency run by a duo of French interior designers..





“We have chosen not to radically transform the building, but instead to make the individual spaces more functional”, explains Dorothee Boissier. “In the lounge extensions and the villa-bungalows, we have also played with the Caribbean light by using “filters” natural filters such as trees, but also filters created by fabric and wood on the verandas, and by wattle and panels in the shutters”. In this blend of light and shade, the diverse materials used and the harmony of the stone and brushed wood surfaces create an ambience of discreet comfort.





GUESTROOMS, SUITES AND BUNGALOWS

23 rooms with spectacular views of Gustavia bay, all designed by Gilles & Boissier. With their relaxing and comfortable ambience, these rooms showcase the true spirit of Le Carl Gustaf. Wood, stone, fine linen materials, and the play of light and shade through the wooden slats all combine to create a tranquil and homely feel. In these 23 cosy cocoons devoid of unnecessary frills, the pure simplicity of the tropics shines through!

LUXURY BUNGALOW TERRACE WITH SEA VIEW AND POOL

47m² + 38m² terrace

A decor which enhances wellbeing, with the sea and its slow, natural rhythms as a backdrop. Inside, experience the purity and simplicity of Caribbean comfort created in true Barrière style.

PRESTIGE BUNGALOW TERRACE WITH SEA VIEW AND POOL

47m² + 38m² terrace

High-quality interior furnishings which avoid overstated sophistication.

This is the island's way of spoiling its guests, in the true spirit of Le Carl Gustaf.

LUXURY DOUBLE BUNGALOW, TERRACE WITH SEA VIEW AND POOL

70m² + 55m² terrace

Above the green canopy of the tropical garden, this luxurious bungalow with its sea views offers a soothing and intimate ambience. Soak up the everchanging light as day moves to night and enjoy views of Gustavia's bay and harbour.

PRESTIGE DOUBLE BUNGALOW TERRACE WITH SEA VIEW AND POOL

70m² + 55m² terrace

The true tradition of St Barths, with the feel of the sundeck of a boat. A family bungalow which offers a welcome break from the day-to-day stresses of daily life.

PRESTIGE JUNIOR SUITE TERRACE WITH SEA VIEW

54m² + 34m² terrace

On the first floor of the main building, a suite with an exotic and elegant feel which creates a true sense of wellbeing, framed by the ever-present spectacle of the sea playing with the changing colours of the sky.

JUNIOR SUITE TERRACE WITH SEA VIEW AND POOL

39m² + 15m² terrace

In the main building, a suite with a clean, pared-back design offering the perfect space in which to get away from it all, where wellbeing and relaxation take centre stage.

ROYAL LOFT TERRACE WITH SEA VIEW AND POOL

235m² + 94m² (outdoor level 0) + 57m² (outdoor level 1)

3 large inter-connecting rooms sleeping 4-6 guests. A unique space set in a unique landscape offering tranquillity and true pleasure.

LUCIEN SUITE

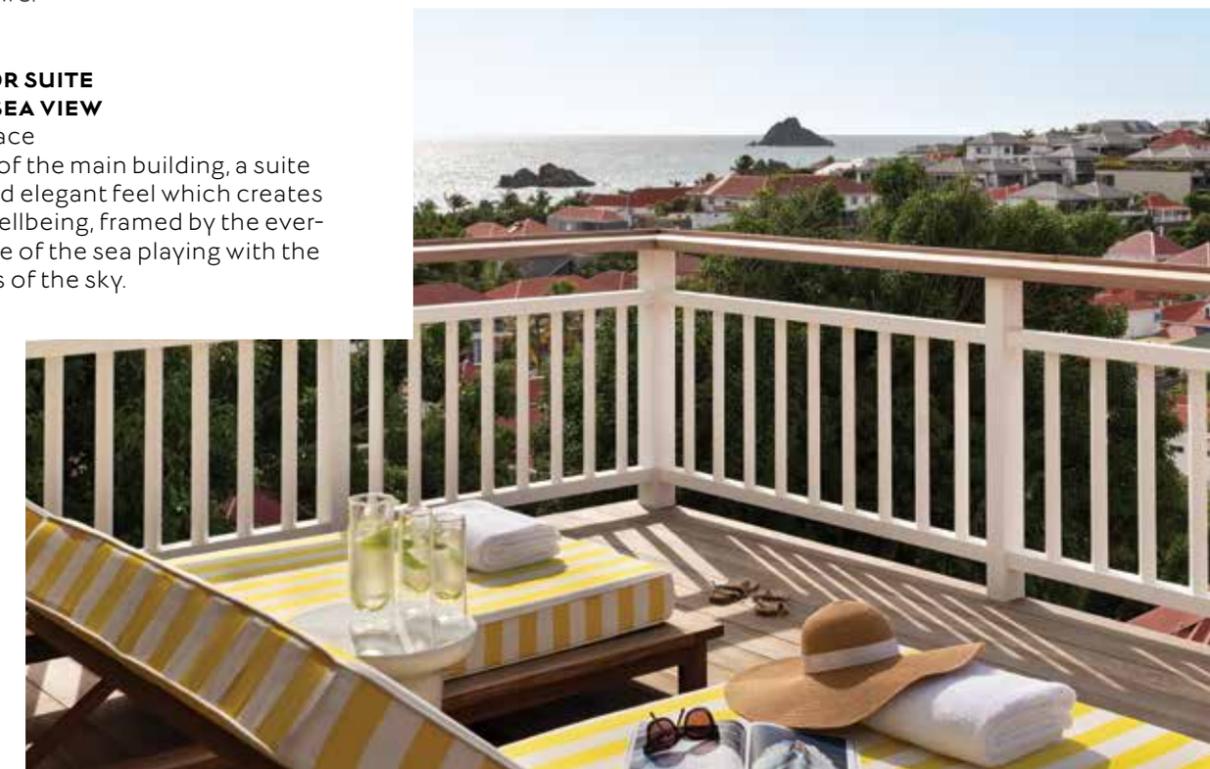
67m² + 82m² terrace

On the first floor of the main building, a roof terrace and 2 levels with spectacular views of Gustavia bay. Perfect for a relaxed and luxurious holiday with family or friends.

PRESTIGE SUITE TERRACE WITH SEA VIEW AND POOL

67m² + 30m² terrace

On the first floor of the main building, framed by the blue shades of the sea and the sky. A delightful master bedroom in true Barrière style.





ALL THE LUXURY OF A PENTHOUSE BY BARRIÈRE

It's a house within a house. 386m² of luxury inside and out in a Royal Loft designed by Barrière*, with terraces which overlook the hotel, three suites (one of which is a duplex), with a jacuzzi on the roof, a corner pool on the terrace and 180° views of Shell Beach, the port, and Gustavia's colourful streets and surrounding hills. Created by the French duo of interior designers Gilles & Boissier, the penthouse has a very special feel with its play of light and shade, and its discreet, unfussy ambience. The result is magical yet marvellously down-to-earth. The house has its own butler, who offers its guests a discreet bespoke service which adds to the villa's unique appeal.

* The Hotel Barrière Le Fouquet's Paris, Hotel Barrière Le Majestic Cannes, and Hotel Barrière Les Neiges Courchevel also boast huge and spectacular penthouses with stunning views.





Gourmet experiences

Relaxation and spontaneity. Le Carl Gustaf offers a superb setting in which to spend quality time with your fellow travellers or exchange a few friendly words with other guests on its sea-view terraces. Take a few steps down from the hotel and you come to the hotel's delightful Shell Beach, and the welcoming cool of the Le Shellona restaurant, where chef Yiannis Kioroglou delights guests with specialities such as mahi-mahi fish in coconut milk and raspberry and watermelon lemonade. And here's another surprise! Barrière has transported the famous Le Fouquet's restaurant to St Barths. A few hours flight from Paris and the Champs-Élysées, this legendary Parisian brasserie has been transformed to offer a cosy terrace where natural materials combine with the rays of the sun or the moonlight to create a magical feel. This "travelling" Fouquet's may have removed its walls, but it has not turned its back on its renowned bistro recipes and gourmet cuisine, which have been created or reinterpreted by 3-star Michelin chef Pierre Gagnaire*. In this Fouquet's in the French West Indies, Gagnaire's team creates reinterpreted Caribbean dishes with his own special twist alongside French classics such as beef fillet in a pepper sauce and rum baba. On St Barths, Le Fouquet's is not so much an island of gastronomy as an archipelago of different flavours. A place where French-inspired cuisine enhances the gastronomic repertoire of St Barths'. Meanwhile, just a few steps away, the chic and understated terrace bar is the perfect setting in which to enjoy a delicious cocktail.

* Pierre Gagnaire already oversees the menus of eight Le Fouquet's restaurants, including those in Paris and the Hotel Barrière Les Neiges Courchevel. Le Fouquet's du Carl Gustaf on St Barths is his ninth restaurant. The owner of six Michelin-starred restaurants around the world, Pierre Gagnaire is a true globetrotter with his roots firmly embedded in French culinary savoir-faire. He says that what he looks for in a dish is "neither tradition nor modernity, but first and foremost a sensation".



LE SHELLONA, A PERFECT TASTE OF ST BARTHS

Nestling beneath the protective promontory of Le Carl Gustaf's terraces, Le Shellona is much more than just another chic, discreet beach shack with a glamorous and fashionable reputation. Here, the special spirit of Shell Beach is tangible, from the gentle sound of its shells lapped by the waves at dusk to the soft white of its mother-of-pearl-coloured sand.

Le Shellona stands right on the edge of the Caribbean, a stretch of azure-blue sea which extends away from the Atlantic Ocean to lap around this beautiful archipelago of islands. Greek chef Yiannis Kioroglou makes full use of the Caribbean's rich bounty, serving a superb selection of shellfish to accompany his salads, mezze and grilled specialities which are cooked and seasoned to perfection.

Le Shellona also offers its guests the joys of a tranquil location in which to unwind and relax, with its parasols and sunbeds, detox juices and lemonades combining the sharp taste of raspberry with the silky-smooth texture of watermelon, as well as numerous other delights to be savoured through a straw made from natural fibres. Le Shellona also boasts a "lounge scene" where you can enjoy time with your loved one or friends, to a backdrop of music which can be enjoyed during the day and as you soak up St Barths' beautiful sunsets.

Relax at the Diane Barrière Spa

Allow the body and mind to relax and let go. The Hotel Barrière Le Carl Gustaf offers an exclusive range of bespoke treatments (face, body and hair) which can be enjoyed following a personalised assessment of the skin and its cosmetic requirements. The aim is to identify guests' individual "Skin Instant®", so that the most appropriate treatment can be recommended, one that will achieve immediately visible results for both men and women. "Skin Instant®" by Biologique Recherche combines the clinical approach of beauty care with pure, concentrated products and unique, rigorous protocols. The company's unique expertise in personalised skin care is recognised in over 70 countries.

Offering a luxurious and comfortable setting with a focus on attention to detail, the Diane Barrière Spa and its team of experts welcomes guests in three large personalised treatment rooms. Facilities also include relaxation areas (for private yoga sessions, which are also available in your room or bungalow or on the beach) and a fitness room (Pilates). Other services include massages in your room (on the terrace), as well as meditation sessions and reiki treatments (a Japanese energy-based method in which the therapist's hands are placed on or above the client's body)..

NOTE: THE FITNESS ROOM WITH CARDIO TRAINING MACHINES AND TECHNOGYM WEIGHTS IS OPEN 24HR



leisure activities

On St Barths, everything is close at hand. Just a few steps separate the Hotel Barrière Le Carl Gustaf and its natural terrace from the tranquil day-to-day life of Gustavia, the island's capital. Firstly, you have Shell Beach and its silky-soft sand just a flight of steps away. However, other small creeks are also well worth discovering just a short distance from the hotel, perhaps by electric vehicle (with a driver if you prefer), and with a picnic basket to hand if you're planning a longer excursion. Explore the wild and little-known sea pools at Grand-Fond or Petit-Cul-de-Sac, or if you're a fan of freediving or scuba, why not discover the spectacular marine life of St Barths' underwater world, with its fish passes, stingrays, coral and the remains of shipwrecks which have laid on the sea bed since the time of the great sailing ships. Return to the surface and head back to Le Carl Gustaf, the unique location of which provides the perfect opportunity to explore the streets of Gustavia, lined by discreet boutiques, by electric bike. For those who enjoy an early start to the day, the chef offers a fascinating foodie-inspired visit to the port in time for the return of the island's fishing boats at 7am, with the important task of selecting his fish of the day for lunch. Nautical activities include a jet-ski tour of the island as well as boat trips leaving from Shell Beach, plus a Le Carl picnic which can be enjoyed on board or at one of the island's other beaches, where our hotel staff will have prepared a beautiful lunch venue for you. Or you may prefer to take advantage of the snorkelling equipment available at Shell Beach, allowing you to explore the superb marine life in the waters around the hotel. Back on terra firma, activities include hiking with (or without) a professional guide to explore the island's hidden footpaths, especially along Colombier beach on the north-west coast, from where the island of St Martin can be seen in fine weather. Most of these activities are also suitable for children.



PRACTICAL INFORMATION

SERVICES AND FACILITIES

24hr room service.
Private covered parking.
High-speed Wi-Fi.

RESTAURANTS AND BARS

LE SHELLONA

Le Shellona restaurant on Shell Beach.
Le Bar Shellona with views of the island's most beautiful sunsets.

LE FOUQUET'S

Le Fouquet's restaurant for dinner, with a menu designed by Pierre Gagnaire.
Le Bar du Fouquet's, a chic, trendy bar with stunning views of the port of Gustavia.

LE CARL GUSTAF

Le Carl restaurant, serving breakfast and brasserie-style dishes at lunchtime.

LEISURE AND RELAXATION

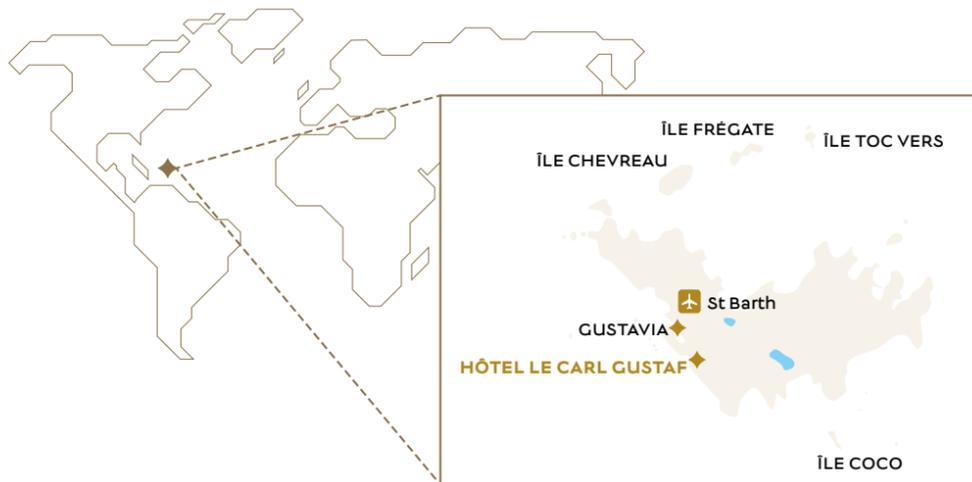
The Diane Barrière Spa, offering treatment rooms and Biologique Recherche products.
Relaxation area.
Fitness room with cardio machines and Technogym weights, open 24hr a day.
Yoga studio.

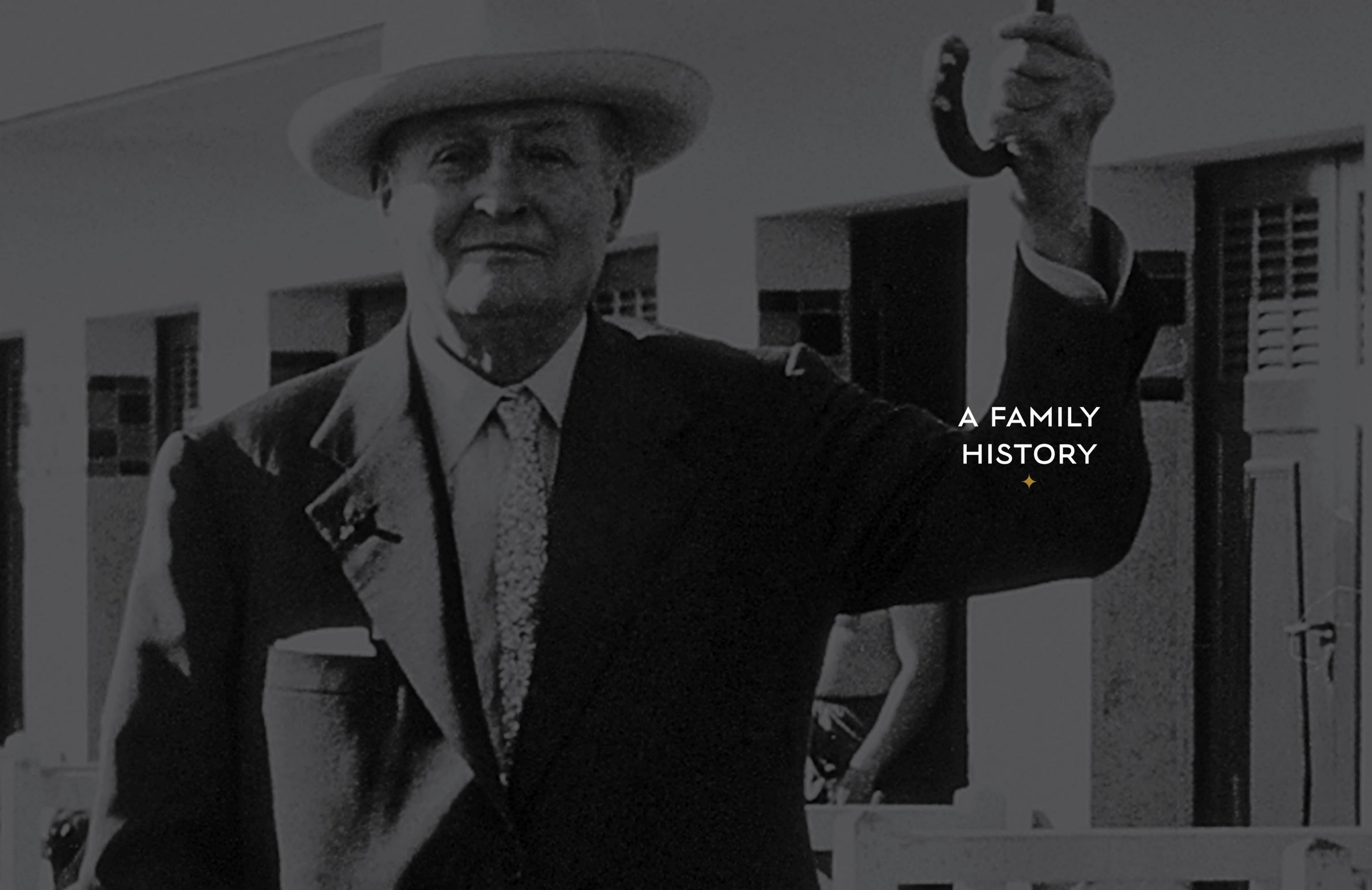
LOCATION

Nestling in a tranquil tropical garden just a stone's throw from Shell Beach, Le Carl Gustaf, perched above the town of Gustavia, offers guests some of the best views of St Barths, its port and neighbouring islands.
The centre of Gustavia is just three minutes' walk away.

GETTING TO THE HOTEL

St Jean airport – 10 minutes by car.
Port of Gustavia – 5 minutes by car.





A FAMILY
HISTORY



1912-1962, FRANÇOIS ANDRÉ

The development of the resorts of Deauville and La Baule

In 1912, Eugène Cornuché, who ran the Trouville casino, decided to build another gaming establishment in Deauville, a Normandy town that had not had its own casino in decades, with the aim of competing with its neighbouring seaside resort which was much more popular with Parisian visitors at the time. Eugène Cornuché thought of everything and built the Hotel Normandy to provide accommodation for casino enthusiasts, inviting 1,500 guests to the grand opening in the summer of 1912. The casino was an immediate success and Deauville would soon go on to upstage its rival, Trouville.

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After the war, guests and celebrities from the Roaring Twenties came flooding back to the casino: the likes of Coco Chanel, André Citroën, the Rothschild family and many more who came here to be seen, enjoy themselves and take advantage of the new facilities on offer. Deauville is a delightful, inspiring place and the resort was developed in keeping with its setting. At the same time, François André, Eugène Cornuché's friend and partner, became involved in designing the resort of La Baule, based on the same model as the one used in Normandy, opening the Hotel Hermitage there in July 1926.

In 1927, François André took over from Eugène Cornuché as managing director of SHCD (Société des Hôtels et Casino de Deauville). The same year, he began construction of the Hotel du Golf in Deauville and had architects Tom Simpson and Henry Cotton design the golf course next to the hotel in 1929. Friends with royalty, painters and politicians, François André designed luxury holiday homes for them where gaming could be combined with sport, relaxation and a sense of pleasure... he was a true entrepreneur at heart who invented the modern-day resort concept by developing casinos, luxury hotels and sports facilities all on one site. This dynamic character was also behind the casino in Chamonix, the resort of Contrexéville, and both casinos and the Westminster Hotel in Le Touquet.



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1962-1990, LUCIEN BARRIÈRE

The creation of the Group

In 1951, Lucien Barrière, François André's nephew, joined the family business. He subsequently succeeded his uncle as its head when he passed away in 1962, embarking on a process of modernisation while remaining true to tradition and retaining the luxury resorts inherited from his uncle.

In order to simplify the management of his properties, he founded the SHCLB (Société Hôtelière de la Chaîne Lucien Barrière) and incorporated his hotels and the casino in La Baule in the organisation.

François André also created history by opening the doors of his casinos to women. Lucien Barrière was also a great trailblazer, continuing to develop the Group by renovating the renowned Hotel Barrière Le Majestic in Cannes and buying up new properties in Trouville, Dinard and Enghien-les-Bains.

In 1975, he was involved in setting up the American Film Festival in Deauville and some years later he was responsible for introducing the first slot machines to the Group's two casinos in Cannes and Deauville. In the latter resort, just like François André in his own time, Lucien Barrière welcomed some of the most renowned celebrities of high society, including the legendary couple of Brigitte Bardot and Gunther Sachs.

Sadly, he passed away in September 1990 and never got to see the public's enthusiasm for his one-armed bandits.



FROM 1990 ONWARDS, DIANE DESSEIGNE-BARRIÈRE

The consolidation of the brand

At the beginning of the 1990s, Diane succeeded her father Lucien and implemented major renovation projects at the Deauville, L'Hermitage and Le Royal La Baule Barrière hotels, as well as at the Majestic in Cannes. She gave the group its inimitable Barrière style thanks to her long collaboration with interior designer Jacques Garcia.

This clever, elegant young woman became one of the first new-generation and strong-minded female company heads committed to a more modern management style. However, in 1995 she was involved in a very serious plane crash.

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FROM 1997, DOMINIQUE DESSEIGNE

The group takes on a new dimension

From 1997, Diane's husband Dominique Desseigne co-managed the SHCD and SHCLB at her side. In 1998, they managed Barrière's acquisition of the prestigious Le Fouquet's brand and brasserie on the Champs-Élysées in Paris.

Diane never recovered from the accident and sadly passed away in 2001. Dominique took over the management of the group through a strategy focusing on growth and modernisation. In 2006, he made his wife's dream a reality by opening a hotel on the Champs-Élysées: the Hotel Barrière Le Fouquet's Paris. Dominique Desseigne led the group on a path towards innovation through a policy of diversification and an anticipation of customers' needs and new trends in all of the group's core activities (casinos, hotels and restaurants); he also embarked on the group's first foray into development overseas. To date, the Barrière group owns 33 casinos, 1 gaming club and 18 hotels (5 Leading Hotels of the World, 1 Relais & Châteaux). Located in some of the world's most famous holiday destinations, Barrière Resorts are extraordinary destinations in their own right.

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**BARRIÈRE FACTS & FIGURES
AND ACROSS THE GLOBE**



THE BARRIÈRE GROUP TODAY

33 casinos, including **27** in France,
3 casinos in Switzerland, **2** casinos in Egypt
1 casino in Ivory Coast

1 gaming club

- Over **6,000** slot machines
- Over **500** electronic games
- Over **250** gaming tables

6 casinos in the top 10 in France:

Enghien-les-Bains (1) - Blotzheim (2) - Toulouse (3)
Bordeaux (4) - Lille (8) - Deauville (10)

18 luxury hotels:

Over **2,300** guestrooms & suites and 17 riads

Over **140** restaurants and bars

Over **2** million meals served

3 golf courses (99 holes)

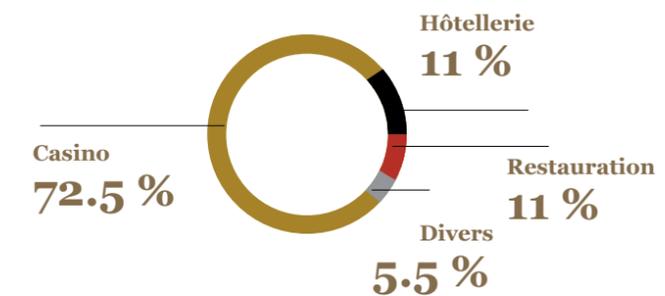
Just under **3,500** performances

(events, headline acts, reviews, dinner shows)

Just under **7,000** staff

1,202-billion-euro turnover in 2018, including:

- **845** million euros from casino activities
- **144** million euros from restaurants
- **143** million euros from hotel activities
- **70** million euros from miscellaneous activities



THE BARRIÈRE GROUP TODAY

FRANCE

LA BAULE
BÉNODET
BIARRITZ
BLOTZHEIM
BORDEAUX
CANNES (2)
CARRY-LE-ROUET
CASSIS
DEAUVILLE
DINARD
ENGHIEN-LES-BAINS
LILLE
MENTON
NICE RUHL
NIEDERBRÖNN
OUISTREHAM
PARIS*
ROYAN
RIBEAUVILLE

LA ROCHELLE
LE CAP D'AGDE
SAINT-MALO
SAINTE-MAXIME
SAINT-RAPHAËL
TOULOUSE
LE TOUQUET
TROUVILLE

SWITZERLAND
COURRENDLIN
FRIBOURG
MONTREUX

EGYPT
CAIRO (2)

IVORY COAST
ABIDJAN

*Club Barrière Paris 104 Champs-Élysées



BARRIERE'S HOTELS

FRANCE

LA BAULE :

L'Hermitage – Le Royal – Le Castel Marie-Louise

DEAUVILLE :

Le Normandy – L'Hotel du Golf – Le Royal

CANNES :

Le Majestic – Le Gray d'Albion

ENGHIEN-LES-BAINS:

L'Hotel du Lac – Le Grand Hotel

PARIS:

Le Fouquet's

DINARD:

Le Grand Hotel

RIBEAUVILLE:

Resort Barrière

LILLE:

Hotel Barrière

LE TOUQUET:

Le Westminster

COURCHEVEL:

Les Neiges

MOROCCO

MARRAKECH :

Hotel & Ryads Le Naoura

FRENCH OVERSEAS DÉPARTEMENTS

ST BARTHS :

Le Carl Gustaf



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St Barths
from above