

Beat: Lifestyle

## Launch of - AIRELLES Collection - By LOV HOTEL Collection

### Les Airelles and La Bastide de Gordes

PARIS, 15.10.2017, 10:17 Time

**USPA NEWS** - LOV Group (Holding Company) was created in 2007 with the ambition to position itself at the Heart of Growing Markets : focusing on Activities related to the Entertainment and IT industries (Audiovisual Production, Online Gambling, Energy, Luxury Hotels, entered the Music-Label Company My Major Company, invested in Le Five, the First Network of indoor Soccer Clubs in France. The Holding Company was created by Stéphane COURBIT, when he left Endemol....

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LOV Hotel Collection is a Luxury Hotel Group comprising the following Institutions : Les Airelles, Le Chalet d'Ormello, Aman Le Mélézin and Le Chalet de Pierres in Courchevel, La Bastide de Gordes in Gordes and Le Pan Dei in Saint-Tropez. Actually, "AIRELLES Collection" New Brand was officially launched during a Press Conference, on October 11, 2017, by LOV Collection CEO Guillaume FONQUERNIE & Director of Operations Jacques Silvant.

The Luxury Brand "AIRELLES Collection" has the Ambition to evoke "Glamour, Hedonism, Simple Yet Indulgent Pleasure, Memories Shared Amongst Family And Friends, From Generation To Generation, A Joyful Setting And Fun, Happy And Lively Moments".

- This Collection is promoted with a Specific "Signature" claiming to be :

- \* Unique Hotels on a Human Scale, Full of History, in Exceptional Locations and Settings, in the Heart of Rare Destinations that are boosted by their Presence
- \* Bespoke, Personalized and Natural Service
- \* A Warm, Open and Understanding Welcome that is never Obsequious and never Restrained
- \* A French Sense of Hospitality, found in the Accommodation, Catering and Wellbeing Services
- \* Careful Attention paid to All Guests to ensure All Their Needs are met
- \* A Concerted Effort to make Families Welcome so that Adults and Children alike enjoy their Stay, with Special Activities and Specially Adapted Area (adjoining rooms, kid's kingdom, etc.).

- The Strategy to Develop this Brand is by :

- \* Consolidating its Knowledge and making the Existing Model Durable
- \* Purchasing Exceptional Real Estate, Setting Up Properties in Luxurious Locations, alone or with Joint Financial, Real Estate or Industrial Investors
- \* Supporting Owners of Luxury Hotels in their Restoration, Renovation and Conversion Projects in order to increase the Value of their Assets, whilst assisting them in the Everyday Running of their Properties under the "AIRELLES Collection" Brand.

- The Two First "Members" of "LES AIRELLES Collection" are :

\* "Les Airelles" (a Legendary Courchevel 1850 Location). When it joined the LOV Hotel Collection in 2007, "Les Airelles" was given a Complete Makeover and Every Season it reveals New Features designed to satisfy a Clientèle that wouldn't dream of staying anywhere else. The Palace Committee immediately awarded it the much coveted and well-deserved Title of Palace.

\* "La Bastide de Gordes" (in the Heart of the Village). When it joined the "LOV Hotel" Collection, "La Bastide de Gordes" underwent a Major Renovation led by Interior Designer Christophe Tollemer. This restored the Provincial Character of this Wonderful 16th Century, white-stone Building and made it easier for Guests to move about by creating Corridors and Tunnels between the different Areas. As a result, "La Bastide de Gordes" was classified as a Palace in 2016.

- The Growth of "AIRELLES Collection" by :

- \* Studying Possibilities and looking particularly closely at Three Opportunities in Paris
- \* Acquiring and Running a Property in the South of France, by Summer 2019
- \* Looking at Various Offers and Opportunities in Venice (acquisition of a Property that is already up and running, or the rental of a Building whose Exceptional Location merits conversion into a Luxury Hotel
- \* Looking at Opportunities opportunities in Rome, on the Amalfi Coast, in Ibiza, Greece, Cuba and New York...

- Regarding LE CHATEAU DE VERSAILLES :

In August 2015, the Public Body that manages the Châteaux de Versailles sent out a call for Tenders for the Renovation of Three 17th and 18th Century Buildings adjoining the Châteaux to extend the Midi Wing and the Orangerie, the Hôtel du Grand Contrôle, the Petit Contrôle and the Pavillon des Premières Cent Marches, and the conversion of this Collection into a Luxury Hotel. Was submitted a Tender teaming up with Alain Ducasse which was successfully awarded. We can take into account that Paris is set to host the Olympic Games in 2024 and the Prospect of Versailles possibly hosting the Equestrian Trials.

The Versailles Hotel will favour an 18th Century Style, with Architect and Interior Designer Christophe Tollemer in charge of its Design. This 5\* gem, which is scheduled to open in 2019, will fit naturally into the "AIRELLES Collection".

- The Former Managing Director of the LOV Hotel Collection, Séverine Pétilaire-Bellet has decided to manage her Own Hotel "Le Brussel's " in Val d'Isère. The Group has offered to support her in this venture and she will become a Manager of the Group. The Aim is to transform the Establishment into a Luxury 5\* Hotel to attract an International and Family Clientèle and eventually obtain Classification as a Palace. The Hotel is scheduled to reopen under a New Name and with a New Look at the start of the 2019 Winter Season.

Source : Press Conference @ Cristal Room Baccarat in PARIS, on October 11, 2017

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