

Beaumier

PRESS KIT
2025

THE RIGHT PLACE, THE RIGHT TIME

A NAME

Beaumier, carries with it the spirit of discovery. It pays homage to Auguste Beaumier, a French explorer, geographer, and writer; someone who devoted his life to understanding the world with curiosity and care.

Rooted in France, the name feels both generous and graceful. It echoes the beauty of language, of landscape, and of a certain way of life. As we expand across Europe, Beaumier remains our anchor: timeless, meaningful, and quietly bold.

A SYMBOL

Our logo was born from a love of travel and all the little tokens it leaves behind; luggage tags, handwritten labels, embossed stamps.

It evokes a spirit of movement and memory, while drawing on the duality that defines us: the mountains and the sea.

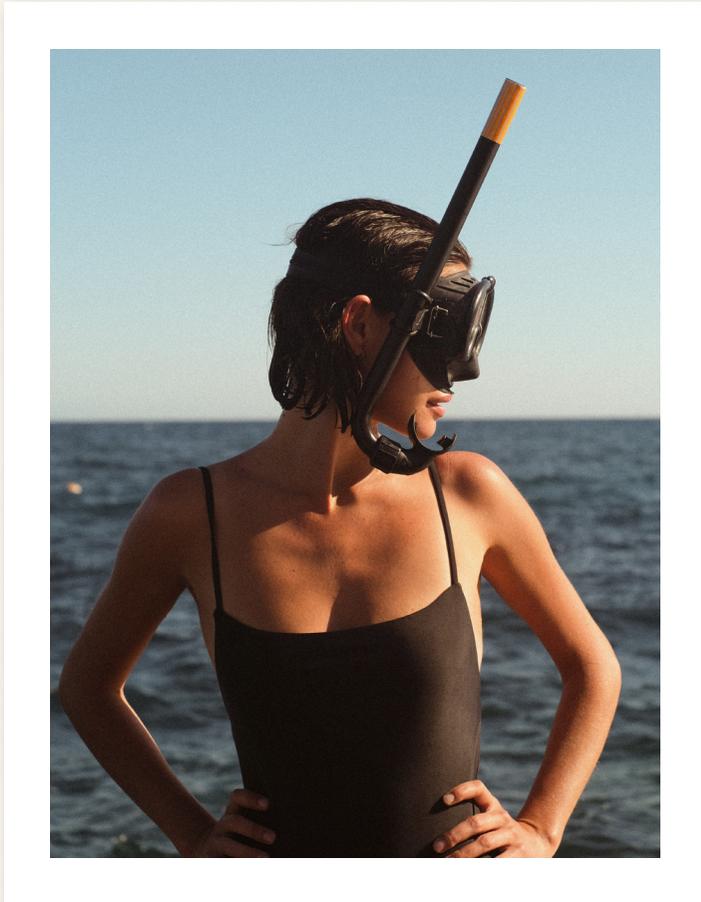
A seal of approval. A badge of belonging. A quiet invitation to something special.

And a signature.

We sign our name with intention. Not as a brand, but as a host.

Every detail, every place, every welcome carries our signature. It's how we promise warmth without fuss, elegance without excess, and experiences that stay with you long after you leave.





Our Vision

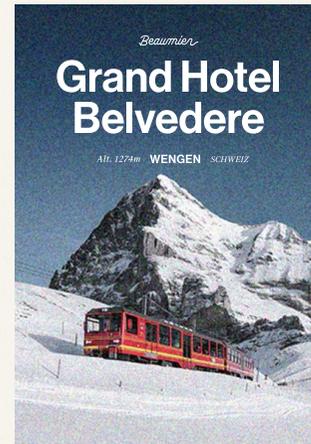
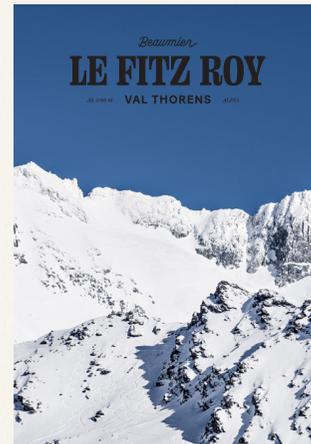
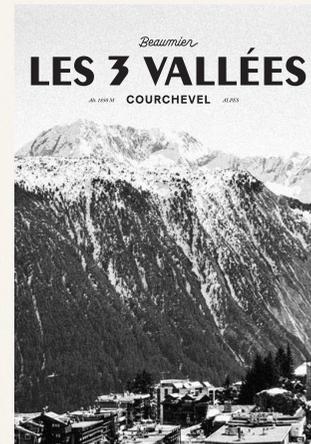
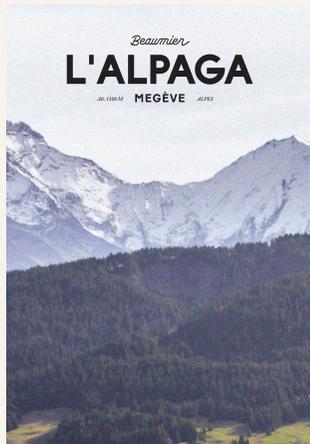
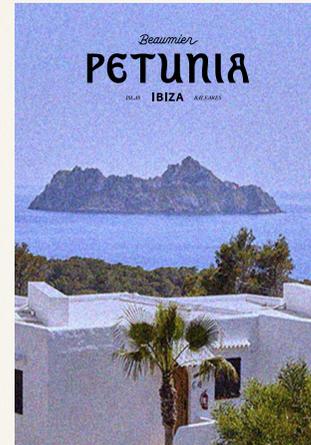
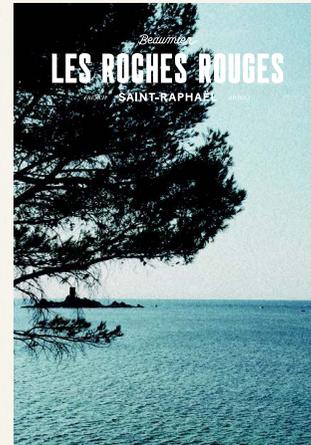
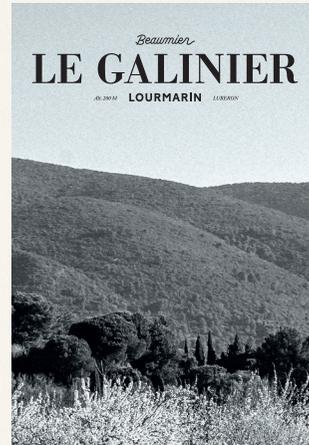
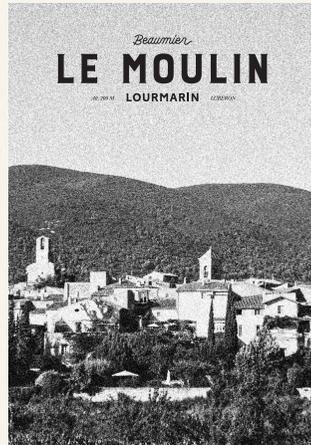
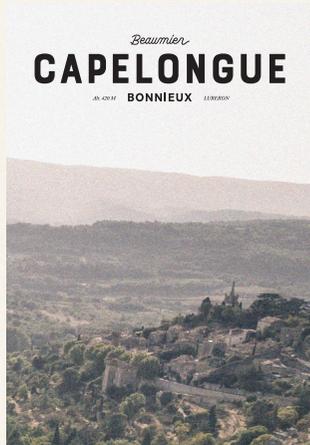
At Beaumier, we believe that true hospitality begins with a feeling. A quiet moment by the fire. The scent of pine carried by a mountain breeze. The sound of laughter echoing across a long summer table.

Our vision is to create soulful luxury hotels; refined yet unpretentious places where people feel truly present. Each destination is chosen for its natural beauty, each property imagined as a celebration of local culture, architecture and rhythm of life.

Rather than impose a style, we listen. To the landscape. To the people. To the past and the possibilities. What emerges is a kind of luxury that feels alive, warm, rooted, and deeply personal.

This is hospitality the Beaumier way; never loud, always genuine.

Each one, a world of its own



CAPELONGUE

THE PROVENCAL ART OF LIVING, REIMAGINED

High above the village of Bonnieux, Capelongue unfolds like a hidden hamlet, tucked between sky and lavender fields.

This is Provence as it lives and breathes today: generous, radiant, and rooted in savoir-faire. From its hilltop perch on the Claparèdes plateau, Capelongue offers sweeping views over the Luberon landscape, with Bonnieux just below and Mont Ventoux rising in the distance.

It's a place to pause, to breathe, to reconnect with what truly matters. The calm is not imposed, it's felt. And it stays with you, long after you've gone.

LOCATION

Provence, in the heart of the Luberon's Golden Triangle
Bonnieux, a storied village with sweeping views toward Mont Ventoux

THE EXPERIENCE

- 57 rooms and suites
- 2 restaurants: La Bergerie and La Bastide (1 Michelin star)
- 2 bars
- 2 swimming pools
- Spa with Roman bath, cryotherapy, hammam, and three treatment rooms
- Fitness room
- Outdoor cinema, pétanque, yoga deck, padle court, hiking and cycling trails

HIGHLIGHTS

Capelongue lives in harmony with its surroundings, offering rare views over the Luberon valley. Chef Noël Bérard and Mathieu Guivarch's cuisine is both refined and generous, echoing the spirit of the region. This hilltop hamlet is a place to recharge, thoughtfully designed to inspire calm and connection.



LE MOULIN

THE ART OF VILLAGE LIVING

Tucked in the heart of Lourmarin, one of Provence's most beloved villages, Le Moulin is a home with history. Once an 18th-century oil mill, the house has been reimagined as a soulful, intimate hotel where the charm of village life carries through every corner; from the leafy patio to the fireplace-lit lounge.

Just steps from the château, life here moves with ease. Locals stop in for a drink, travelers linger over lunch, and the scent of lime trees drifts through the terrace. Whether it's a quiet morning coffee or an afternoon game of pétanque, Le Moulin welcomes all with warmth and a sense of place.

LOCATION

In the heart of Lourmarin, a storied village in the Luberon

THE EXPERIENCE

- 35 rooms and suites
- 1 restaurant: Bacheto
- 1 bar
- Café-épicerie; Les Commissions
- 1 swimming pool
- Activities: hiking, horseback riding, mountain biking, electric bike rental, vineyard and lavender field visits, cultural excursions

HIGHLIGHTS

At once peaceful and full of life, Le Moulin is shaped by the rhythm of the village. Just below the château, its inviting spaces have been thoughtfully redesigned by interior studio Jaune to reflect a relaxed elegance. This is Provence lived simply; warmly, slowly, and well.



LE GALINIER

THE SUMMER HOUSE

Hidden behind centuries-old trees in the heart of Lourmarin, Le Galinier feels like arriving at a friend's house deep in the countryside; if that friend happened to have an 18th-century bastide surrounded by three hectares of gardens.

This is the Provence we don't talk about enough. The one shaped by literature, crafts, shared meals, and time spent doing very little at all. Sheltered from the rush of modern life, Le Galinier offers a chance to slow down and settle in, with spaces designed for both solitude and togetherness. Each corner of the house, from its sun-dappled patios to its charming salons, carries the feeling of a place that's cherished.

Here, the days stretch long and the landscape opens wide toward the Petit Luberon.

LOCATION

Lourmarin, within a private estate hidden among old trees and lush gardens.

THE EXPERIENCE

- 9 rooms, suites and apartments
- Swimming pool and water features nestled in a floral garden
- Activities: hiking, horseback riding, mountain biking, electric bike rental, vineyard and lavender field visits, cultural outings

HIGHLIGHTS

A peaceful retreat, preserved in time and full of quiet charm. Le Galinier is a house to share, with the ease and comfort of a family home. From the gardens to the views of the Luberon, every detail invites rest, reconnection and a sense of belonging.



LES ROCHES ROUGES

LIFE ON THE RIVIERA

There's a particular shade of blue here; somewhere between sky and sea that lingers in your memory long after you've left. Set between the pines and tamarisk trees of the Esterel coast, Les Roches Rouges is a 1950s modernist icon, rooted in the rhythm of the Mediterranean.

This is where you come to let go. To swim in seawater, sunbathe without a watch, linger over long lunches, and feel the salt dry on your skin. The scent of pine mingles with the sea breeze, and every space; from the open-air cinema to the garden spilling down to the shore, is designed for living outside.

Here, summer stretches endlessly, and the only rule is to do what feels good.

LOCATION

Côte d'Azur, at the foot of the Esterel massif, facing the Île d'Or.

THE EXPERIENCE

- 67 rooms and suites
- 3 restaurants, including Récif (1* Michelin)
- 2 bars
- 2 swimming pools, including a large seawater pool
- Spa by Maison Caulières & Holidermie
- Activities: open-air cinema, ping-pong, diving, pétanque, yoga, hiking, paddleboarding, kayaking, fishing

HIGHLIGHTS

Feet in the water, surrounded by blue, white, and ochre. Les Roches Rouges brings together effortless Riviera charm and the simple pleasures of seaside life. It's a rare escape; sun-drenched, carefree, and alive with possibility.



PETUNIA

AN INTIMATE HIDEAWAY

There's a moment at Petunia; perhaps at sunset, when the sky blushes and the silhouette of Es Vedrà emerges like a legend, when time seems to pause. Tucked away on the quiet side of Ibiza, Petunia offers something rare: peace. Surrounded by lush gardens, with the sea always in view, this is where simplicity meets soul.

Nature takes the lead here. Whitewashed walls, sun-warmed wood, and woven textures let the light in and the mind wander. The days unfold slowly; breakfast in the garden, a swim, a moment of stillness under the olive trees. Then an aperitivo on the rooftop, watching the horizon shimmer.

At Petunia, you're not just on the island. You become part of its myth.

LOCATION

Ibiza, Balearic Islands — nestled in the wild beauty of the southwest coast, facing the mystical Es Vedrà.

THE EXPERIENCE

- 42 rooms and suites
- 3 gastronomic spaces
- 1 bar with a rooftop terrace
- 1 swimming pool
- Spa with treatment rooms and fitness space
- Activities: open-air cinema, yoga, diving, Petunia boat, paddleboarding, hiking, kayaking, fishing

HIGHLIGHTS

A quiet escape overlooking Es Vedrà. Gardens full of scent and shadow. Local, sun-fed cuisine. Petunia is a retreat made of softness and sea air; a place to reconnect, gently and beautifully.



L'ALPAGA

THE SPIRIT OF A MOUNTAIN HAMLET

Tucked just above Megève, L'Alpaga feels like a secret village; a collection of chalets nestled among spruce trees, blooming wildflowers or soft layers of snow, depending on the season. Whether wrapped in winter stillness or bathed in summer light, the hamlet offers a deep sense of escape, always with Mont Blanc on the horizon.

Here, the rhythm slows. A fire crackles in the lounge. The scent of pine, wild herbs, or woodsmoke lingers in the air. Each path leads to something new; a swim beneath the stars, a Swedish bath with mountain views, the hush of snowfall outside the window or the gentle hum of bees in the garden.

At L'Alpaga, luxury is subtle, grounded and seasonless; just like home, only lifted by the beauty of the Alps.

LOCATION

Megève, Haute-Savoie — just minutes from the village center, facing Mont Blanc and surrounded by the natural beauty of the Aravis range.

THE EXPERIENCE

- 33 rooms and suites
- 6 private chalets
- 2 restaurants including La Table de L'Alpaga, 1* Michelin (exclusively in winter)
- Spa by Maison CHaulières with indoor pool, outdoor Swedish bath, outdoor sauna, and heated pool
- Fitness area

HIGHLIGHTS

An alpine hamlet of charm and comfort. Gastronomic excellence in a serene mountain setting. A retreat between sky and snow, where Mont Blanc watches over you, day and night.



LES 3 VALLÉES

A LEGACY OF ALPINE STYLE

Les 3 Vallées is more than a hotel; it's a story rooted in the golden age of Courchevel. Originally built as a skiers' inn in the 1950s, it carries the spirit of the pioneers who shaped the resort, from the slopes to the interiors. Inside, iconic pieces by Jean Prouvé and Charlotte Perriand echo the vision that gave birth to modern alpine living.

Just steps from the Croisette and the pistes, the hotel offers 30 rooms and a suite, a restaurant with a sunny terrace, a gourmet grocery shop, and a spa by Kalmar & Holidermie. Designed for skiers, dreamers and design lovers, it's a home in the mountains where style and soul meet.

Here, luxury is timeless; wrapped in wood, softened by snow, and inspired by history.

LOCATION

Perched at 1850 metres, in the heart of Les 3 Vallées, Courchevel is the icon of alpine elegance; a world-class ski resort where snowy peaks meet the finest après-ski. From designer boutiques to Michelin-starred dining, it's a place where tradition and sophistication glide hand in hand.

THE EXPERIENCE

- 31 rooms & suites
- 1 restaurant and sunny slope-side terrace
- Wellness area with hammam, sauna, and relaxation bath
- Spa by Maison Caulières, Holidermie & Therabody
- In-house ski shop

HIGHLIGHTS

A warm and storied retreat at the heart of Courchevel 1850, where the charm of a luxury inn meets the elegance of mid-century design. With its 1950s furniture, gourmet grocery and unbeatable slope-side setting, Les 3 Vallées captures the timeless spirit of alpine living.



LE VAL THORENS

SEVENTIES COOL AT THE SUMMIT

Perched at 2300m in the heart of Europe's highest resort, Le Val Thorens is where retro design meets high-altitude energy. With ski-in/ski-out access and panoramic views of one of the world's largest ski domains, this grand hotel pulses with character; a lively blend of vintage charm and contemporary cool.

Here, everything is designed for freedom and fun: two restaurants, a sun-drenched terrace, a vibrant bar, a huge pool with mountain views, and a spa to recharge between ski runs. Whether it's fondue nights or après-ski cocktails at Le 1971, every corner invites connection and celebration. A true alpine playground for families, friends, and anyone chasing a little magic in the mountains.

LOCATION

Val Thorens is Europe's highest resort; and one of its most iconic. Since 1971, it's been a hub for high-altitude adventure. Le Val Thorens sits right at the heart of it all, ski-in/ski-out and steps from the village's vibrant core.

THE EXPERIENCE

- 80 rooms & family suites
- Brasserie-style restaurant
- Mountain restaurant featuring fondue & Savoyard specialties
- The 1971 bar, open to the panoramic terrace
- Spa by Maison Caulières, Holidermie & Therabody
- Indoor swimming pool with mountain views
- Relaxation area with sauna & hammam
- In-house ski shop for effortless access to the slopes

HIGHLIGHTS

A festive spirit runs through every corner of the hotel, from its gourmet terrace with sweeping views of the slopes to its retro-chic design inspired by the golden era of skiing. With direct ski-in/ski-out access, Le Val Thorens offers an effortless mountain experience in a vibrant, design-led setting where conviviality and fun take centre stage.



LE FITZ ROY

THE MOUNTAIN CLUB

Perched at 2,300 metres, where the curves of the slopes meet and skis carve the heart of Val Thorens, Le Fitz Roy stands like a timeless refuge. Since its beginnings, it's been more than a hotel; a meeting ground for those who chase the mountains not just for sport, but for soul. Here, luxury whispers: in the flicker of the fireplace, the pages of a book turned in the library, the hush of fresh snow outside your window.

Inside, 72 rooms wrap you in warmth. Outside, the terrace opens onto a theatre of peaks, inviting you to pause, breathe, and stay awhile. Downstairs, the restaurant redefines alpine dining, and just beyond, the spa becomes a sanctuary; where nature-based rituals, a serene pool, and a steam-filled hammam offer peace between adventures.

At Le Fitz Roy, the spirit is one of elegant ease. Come in from the cold. This is your mountain home.

LOCATION

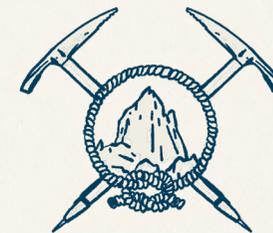
At 2,300m in Europe's highest resort, Le Fitz Roy sits ski-in ski-out in the heart of Val Thorens.

THE EXPERIENCE

- 72 rooms
- Bar with central fireplace and library
- Bistonomic restaurant Beca
- Terrace with a view of the peaks
- Spa by Maison Caulières, Holidermie & Therabody
- Swimming pool, sauna, hammam
- Ski shop

HIGHLIGHTS

Le Fitz Roy captures the essence of a true mountain club, offering a warm, lively, and timeless atmosphere. The hotel elegantly cultivates the art of refined hospitality, where comfort and charm meet to create a welcoming space for guests to relax, unwind, and enjoy the stunning alpine surroundings.



Grand Hotel Belvedere

A REIMAGINED SWITZERLAND

There's a quiet kind of magic here; one that lives in the stillness of the forest, in the hush of snow underfoot, and in the soft arrival of a century-old cog railway that winds its way from the valley floor. Perched at 1,274 metres above sea level, Grand Hotel Belvedere is more than a hotel. It's a timeless retreat, steeped in Swiss heritage, where the mountains are not just a backdrop, but a way of life.

Set across two storied buildings, Waldrand and Belvedere, the hotel is a tribute to Bernese craftsmanship, reimagined for the modern traveller. Inside, 90 rooms and suites offer comfort and calm; outside, the wild landscapes of the Jungfrau region stretch as far as the eye can see. In winter, skis carry you straight from the doorstep. In summer, hiking trails unfurl like invitations.

Days unfold slowly here: a moment by the fire, a panoramic lunch on the terrace, a swim between sky and snow. The spa, shared between indoors and out, is designed for deep rest, framed by the peaks of the Schilthorn, Silberhorn and Jungfrau. Whether you're seeking solitude, connection, or simply the luxury of stillness, this is where you'll find it.

LOCATION

Wengen, in the heart of the Bernese Alps. A pedestrian-only resort, accessible by cog railway. Nature, heritage, and freedom in perfect balance.

THE EXPERIENCE

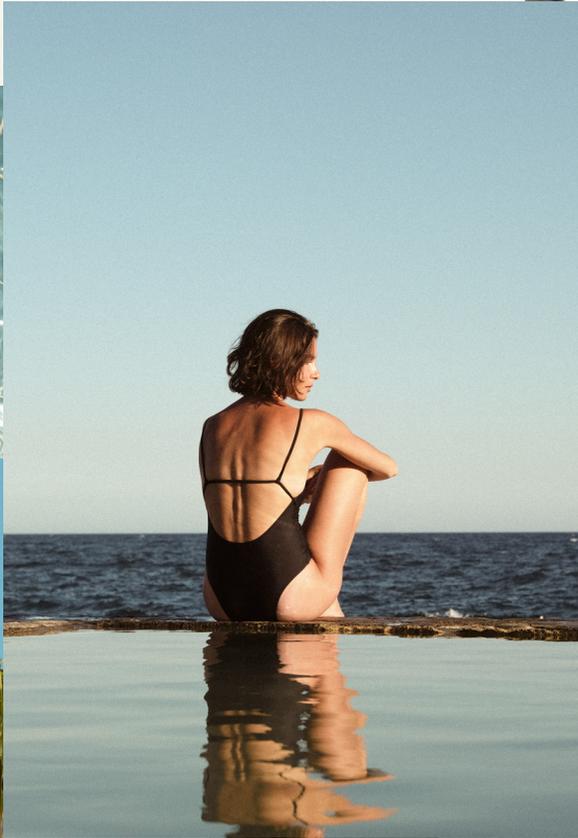
- 90 rooms & suites
- 2 restaurants
- 2 bars
- Panoramic terrace
- Spa with 4 treatment rooms, 2 saunas, hammam, indoor & outdoor pool

HIGHLIGHTS

Grand Hotel Belvedere is a place where tradition breathes and time stretches. A historic hideaway with a sun-drenched terrace, and design rooted in Alpine history. It's a soulful escape for those who seek beauty in quiet places, and adventure just beyond the door.



Beaumier is a leisure brand creating places where guests can recharge, travel in style and feel catered for in a beautiful environment.



PRESS RELATIONS



FRANCE

MAGNA PRESSE

13, Rue de la Grange Batelière,
75009 Paris
+33 (0)1 76 47 12 90

beaumier@magnapresse.com

UK / US

RE:AGENCY

UK : 21A Noel Street,
London, W1F 8GR
+44 7501 948 351

US : 223 West 13th Street, The Studio,
New York, NY, 10011
+1 (718) 877 1787

beaumier@re-agency.com

AUSTRIA / GERMANY / SWITZERLAND

MELCHIOR DACH

Kaulbachstrasse 70
80539 Munich
+49 (0)176 43242451

beaumier@agencemelchior.com