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EDEN ROCK  
ST BARTHS

*Eden Rock – St Barths launches creative brand collaborations this season*

*Available for discovery in the Eden Rock Boutique, new collaborations with acclaimed artists and designers present a special collection of keepsakes and creative souvenirs for preserving unforgettable moments at Eden Rock – St Barths.*

To celebrate the new season and highlight the hotel's artistic spirit, Eden Rock – St Barths is launching a series of exclusive partnerships and collaborations this season with an illustrious line-up of artists and designers. **Andrea Ferolla**, **Lorenz Bäumer** and **Maison Michel** have each created one of three unique capsule collections that honour the history, the legacy and the timeless effervescence for which Eden Rock – St Barths is known and loved, offering guests a custom selection to shop for gifts and new additions to their holiday wardrobe.

**Andrea Ferolla Prints and Beach accessories**

Italian creative director and illustrator Andrea Ferolla is both a celebrated artist and co-founder of the French-Italian brand Chez Dede. As an artist, he is known for his

expressive, timelessly romantic paintings and sketches. As the owner of Chez Dede, he curates lifestyle collections defined by fashion, accessories and art to enjoy both at home and while traveling. Mr Ferolla has combined all of his talents for Eden Rock – St Barths, taking inspiration from personal memories of his holidays spent at the hotel to create a series of prints that, in addition to decorating the walls of the Sand Bar, Rémy Bar and selected rooms and suites, will be available for purchase at the Eden Rock Boutique. The artist's vibrant, nostalgic illustrations also adorn a capsule collection of seaside accessories, from printed bags to a timeless pareo and handheld fan — all the essentials one needs for a day of relaxation on the shores of St Jean Bay.

### **Bäumer Jewels**

One of the most accomplished jewellery designers of his generation, Lorenz Bäumer has developed a capsule collection presenting a necklace, ring and earrings designed for, in the designer's words, "prolonging fabulous moments spent at Eden Rock - St Barths..." Crafted in 24-carat rose gold, the designs feature diamond pavé detailing and a pair of tropical love birds elaborated in orange and pink sapphire in a poetic reminder of the beauty and happiness that are so deeply rooted in the Eden Rock experience. This capsule collection will be available exclusively at the Eden Rock Boutique and the Bäumer showroom at 19 Place Vendôme, Paris.

### **Maison Michel Hats**

Parisian milliner Maison Michel has created hand-crafted hats and headpieces defined by a high commitment to traditional savoir-faire since 1936. The House joined Chanel's Métiers d'Art in 1997, and is now helmed by Creative Director Priscilla Royer, whose endless pursuit of discovery has pushed the brand to innovate and cross new frontiers with her belief that "the hat is the new tattoo". For Eden Rock – St Barths, Maison Michel presents a perfectly-sculpted straw fedora for women, finished with a logo-embroidered grosgrain ribbon. An instant classic, the hat is available in two colour ways at the Eden Rock Boutique.

## **The Boutique**

The Eden Rock Boutique is Eden Rock – St Barths' concept store for curated treasures and the latest in luxury. Everything from swimwear and casual beach attire to eveningwear and accessories by some of the world's most desired labels joins an ever-evolving line-up of collaborations and partnerships presenting limited-edition pieces.

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