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EDEN ROCK  
ST BARTHS

*Eden Rock - St Barths is set to ring in a major  
milestone in 2023*

*As our Eden Rockers prepare to put the finishing touches to all of the festivities guaranteed to rock your stay next season, discover how our ultra-luxe island has enthralled its amazing guests for seven decades – and counting!  
And we may also let you in on just one of the many surprises we have in store...*

In just one initiative to mark the milestone, Eden Rock has partnered with luxury publisher Assouline to create a bespoke coffee table book chronicling the property's seven decades of celebs, hospitality, luxury services (these days) and cherished memories. New and archival imagery are combined with storytelling narrated by St Barths connoisseur and award-winning British journalist, Vassi Chamberlain. This, offering the most comprehensive version available of the history of the island icon that is Eden Rock – St Barths...

**Rémy de Haenen: The Founding**

The founder of the iconic Eden Rock has a personal backstory almost as mythical as the property he founded. Rémy de Haenen was a celebrated and eccentric adventurer. Born in London the pioneer aviator landed the first ever plane in St Barths in 1946... into a field full of livestock. That field would become the island's efficient little airport now named "Rémy de Haenen". He was smitten and purchased land including the rocky promontory that jutted out into St Jean Bay. With its magnetic allure, de Haenen soon

found this Caribbean island had no shortage of visitors who led by David and Peggy Rockefeller and part of the Family Rothschild. In 1953, Rémy Snr set about transforming his home into what would become the islands' first bed and breakfast and (maybe) dinner if there was anything to cook in the fridge. During the 1960's and 70's guests visiting included Greta Garbo, Howard Hughes, Gore Vidal and Robert Mitchum. Numbers of these guys bought houses locally as did their friends... a trend which accelerated the lively property market which exists to this day. After all, and in those early days, St Barths sported one only priest and one only policeman and what became clear was that lives could be lived and loved freely, and without rules just so long as respect for other island residents was the one ongoing important rule. It's still more or less like that today. Nowhere in the world is there anywhere else like St Barths.

### **The Matthews Family: Preserving the Legacy**

After 40 years Rémy de Haenen decided to move on and live another life. David and Jane Matthews loved the property after viewing it from a sailboat in St Jean Bay. Despite having no hospitality experience, they purchased it and became the hotel's second owners. Years of investment followed and the hotel's reputation as a byword for one-of-a-kind hospitality strengthened to the point where Eden Rock - St Barths often is remarked upon as being amongst the very best boutique hotels in the world.

The Matthews family agreed to keep most of the original Rémy objects and heirlooms including examples of Mr de Haenens' Father's artwork while mixing it with modernity and contents from their home. In 2014 the Matthews family chose to invite Oetker Collection and the Oetker family to co invest and partner, an arrangement which prospers to this day.

The hotel underwent a new iteration in 2017 when the aftermath of Hurricane Irma required a near complete rebuild of the property. Following a lot of hard work by every single Eden Rocker... Eden Rock – St Barths reopened better than ever in 2019 with stunning new and additional suites and rooms: Jane, Pippa, Vogue and Arthur Tristan and Theodore... plus wellbeing, gym and a spa and many more pools and much else beside.

### **The next 70 years**

Today, Eden Rock – St Barths continues to nurture the freedoms and the fun and has named a fine new beach side bar Rémy de Haenen Jnr after founder Rémy Snr. This whilst seeking continuously to originate ideas and then investing in the delivery of the best of them.

This plus Chef Jean-Georges Vongerichten's gastronomic creations, the commissioning of new works by established and emerging artists, innovative exclusive capsule collaborations and the expansion of Eden Spa and Eden Rock Boutique. All of this is intended to provide ever - more for loyal guests and friends.

The hotel's evolution does not end. The island legend, home - away - from - home to play and pleasure, seeks to continue to evolve....

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