

150
MONTE-CARLO
SBM

The 'Rocher' Rose Ball

A Creation by Karl Lagerfeld

1863 – 2013

The Société des Bains de Mer celebrates its 150th anniversary

Salle des Etoiles – Sporting Monte-Carlo
23 March 2013



Press Release n° 1
14.02.2013

Under the Presidency of Their Serene Highnesses the Prince and Princess of Monaco and Her Royal Highness the Princess of Hanover, the “Rocher” Rose Ball — in aid of the Fondation Princesse Grace — will take place in the Salle des Etoiles on 23 March 2013.

This year, Her Royal Highness the Princess of Hanover, president of the Fondation, has asked her friend Karl Lagerfeld to add his special touch to the “Rocher” Rose Ball in honour of the 150th anniversary of the SBM.

Karl Lagerfeld’s first reaction? “Let’s have a ‘Beauty & Pop’ gala!”

He has chosen the strong contrast between a typically 1900 ‘belle époque’ ball and a decidedly ‘Pop!’ end to the evening.

As a tribute to Maestro Louis Frosio, violinists will greet the guests in the hall of the Sporting Monte-Carlo. Behind trompe l’œil balustrades, the walls will be covered in postcards from yesteryear.

The guests will arrive via the stage which will be decorated with a backdrop representing the Place du Casino de Monte-Carlo in 1900. The décor of the Salle des Etoiles will be reminiscent of the architecture of the Casino and the Winter Garden – created by the Ecole Eiffel – in the Hôtel Hermitage.

The tables will be covered in cotton sateen printed with gaming table motifs, dice and multi-coloured special “Rose Ball” chips. Gold and silver timbales will be filled with red Baccara roses, peonies and poppies.

Stéphane Bern will present the tombola which boasts numerous luxurious prizes.

The “Rocher” Rose Ball will bring alive the magic and richness of the history of the Société des Bains de Mer.

François Blanc, founder of the S.B.M., used to say: “We must make people dream.” Those words still apply today.

Reservations Monte-Carlo SBM:

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The doors of the Salle des Etoiles open at 20:00

Black Tie – Evening Gown

Price per Person: 750 Euros

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