

**MONTE-CARLO**  
SOCIÉTÉ DES BAINS DE MER



## **Maserati: luxury, sport and style at the Hôtel de Paris**

Maserati takes over suite 321-322 at the Hôtel de Paris:  
A union between two legendary names in luxury,  
Place du Casino de Monte-Carlo

From 1st July to 30th September, Hotel de Paris in Monaco launches a partnership with Maserati. During the renovations of Hôtel de Paris Monte-Carlo, the hotel have invited the most prestigious designers to take on Suite 321-322 to create a space where two synonymous brands collaborate to reach new heights.

The synergy between the two brands started in 19 May, 1957. After an epic race, Juan Manuel Fangio masterfully won the Monaco Formula 1 Grand Prix, and their victory marked a significant moment in time for Maserati on the Monaco circuit.

60 years later, both brands celebrate their connection and heritage with the Maserati Pop-Up Suite at Hotel de Paris.

Maserati – with its trident logo has forged its success on excellence. They have built their international reputation on their distinctive, highly creative style, and this is seen with the design of the Pop-Up Suite. Created by the rising stars in the world of Italian interior design, L + R Palomba (Ludovica and Roberto Palomba) the suite transcends style with pure, elegant grey tones and precious materials; it's obvious no expense or effort has been spared in creating this dream decor.

Located on the third floor of the prestigious, luxury Monaco hotel, the Maserati Pop-up Suite offers exceptional views of the sea and the iconic Casino de Monte-Carlo. In such an idyllic location, the young decorators' immense talent and imagination had no limits. In an understated yet elegant living room, the decorators created a central pillar – a sort of nucleus with spaces surrounding it – highlighting a resolutely modern lifestyle. "Absolute minimalism" is the keyword here, where exquisite lines, Maserati timeless elegance and the Hotel de Paris's excellent services converge.

The bedroom reflects the style of the Modena automotive brand. An impressive headboard in refined fabric by Ermenegildo Zegna embellishes the wall. The grain leather armchairs resemble the interior of the brand's sumptuous saloons.

This package includes:

- Maserati transfers to/from Nice airport
- A Maserati GranCabrio, the Trident Marque's four seater convertible, at the guest's disposal to drive during the entire stay\* (\*50km around Monte-Carlo)
- Breakfast
- A cocktail buffet of Modena-style dishes accompanied by Laurent Perrier Cuvée Rosé champagne
- Guests staying for three nights or more can enjoy a free cryotherapy session at the Thermes Marins Monte-Carlo
- As a homage to Maserati's trident emblem, guests staying on the 1<sup>st</sup> and 2<sup>nd</sup> of July will benefit from an exclusive opportunity to climb aboard the Maserati maxi trimaran. Guests will go for a test drive on the sublime Formula 1 of the sea in real-life conditions with members of the prestigious Maserati team

*Rates for the Maserati Pop-Up Suite at Hotel de Paris starts from €3,500 for 2 adults. Package rate is for three nights (additional nights will be at a different rate).*

*Reservations: T+377 98 06 41 58 - Email : resort@sbm.mc*

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**About Maserati**

### **About Groupe Monte-Carlo Société des Bains de Mer**

Monte-Carlo Société des Bains de Mer delivers a unique experience combining luxury, well-being or gastronomy and offers to its customers a world-unique resort: 4 casinos, including the only and foremost Casino de Monte-Carlo which is the quintessence of gambling within the Principality, 4 hotels (Hôtel de Paris, Hôtel Hermitage, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), and 33 restaurants, 4 of them gathering a total of 6 stars in prestigious Michelin Guide. Monte-Carlo Société des Bains de Mer is a hub of night-life, with an amazing choice of bars and concert rooms. The Group, which is a talent scout and committed supporter of artistic creation, programs musical events with daring artistic choices at the Sporting Summer Festival, at the Monte-Carlo Jazz Festival, at La Rascasse or at the Buddha Bar. Its Jimmy'z disco has been one of the most famous in Europe for over 40 years.



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