

PRESS RELEASE

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The future Monte-Carlo Cigar Club - Agence Moinard Bétaille

Monte-Carlo Société des Bains de Mer and Dominique London have come together to create an ultra-exclusive Cigar Club

The ambition of Monte-Carlo Société des Bains de Mer Group was to create one of the most attractive clubs in the world for cigar enthusiasts by joining forces with Dominique London, a leading company in the sale of luxury cigars and spirits. This partnership of choice will lead to the opening of an ultra-private club at Casino de Monte-Carlo in spring 2025, the Monte-Carlo Cigar Club. This new project is part of Monte-Carlo Société des Bains de Mer's strategy which, in parallel to the Group's international development, aims to offer new luxury experiences in Monaco, the historic cradle of the Group, for the Monte-Carlo legend to live on.

Dominique London and Monte-Carlo Société des Bains de Mer join forces for the ultimate luxury experience

A major player in the luxury tourism industry in Europe, Monte-Carlo Société des Bains de Mer created a new *art de vivre* 160 years ago, based around the art of gambling, luxury hospitality and entertainment. For a century and a half, this *art de vivre* has consistently reinvented itself in time with the periods. Today, under the impetus of its new governance, as the Group spreads its wings internationally, a new ultra-luxury range is being developed in Monaco by creating new and exclusive locations and experiences. Casino de Monte-Carlo, the starting point for the legend, will be the showcase for a brand new creation in 2025, an ultra-private and exclusive club dedicated to cigar enthusiasts, the Monte-Carlo Cigar Club.

This project will come to life next spring thanks to the partnership forged with Dominique London, the premium cigar, spirits and luxury accessories company founded by Dominique Gyselinck. The brand is present today in England, Switzerland and Europe with 26 boutiques selling cigars and spirits. The special relationships between Dominique London and the best cigar manufacturers, their expertise and experience in this field, made them the ideal partner for Monte-Carlo Société des Bains de Mer.

To enjoy the best cigars in an exceptional setting

The ambition of this future establishment is to become the most attractive and most exclusive Cigar Club in the world, through the unique character of its location, the quality of its range and its access.

The range is unique in the world, focused on luxury cigars chosen from the best manufacturers of long fillers (cigars made with whole leaves): Cuba, Nicaragua, Dominican Republic, Costa Rica, Honduras, Peru, etc.

The long fillers will be at least three years old, and the future humidor at the Monte-Carlo Cigar Club should include no fewer than 35,000 luxury cigars.

To bring this new experience to life, a history-laden symbolic location has been chosen.

The Monte-Carlo Cigar Club will be located at the heart of Casino de Monte-Carlo, in the former office of François Blanc, founder of the Société des Bains de Mer in 1863, to *offer dreams, pleasure and beauty*. The club will cover a little over 200 m², indoors with a smoking room, a bar and a walk-in humidor, and outside on one of the most beautiful terraces in Monte-Carlo, facing Hotel de Paris Monte-Carlo and the Mediterranean. The decoration has been entrusted to the interior architecture agency Moinard Bétaille, also behind the decoration of the One Monte-Carlo residences. The humidor will be designed by DeART, a global specialist in walk-in humidors.

As expected for a private Club of this calibre, access to the Monte-Carlo Cigar Club will be exclusively reserved for members who have been previously sponsored.



Exterior of Casino de Monte-Carlo @MONTE-CARLO Société des Bains de Mer

About Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer embodies a new Art de Vivre that is unique in the world with a taste for what is beautiful, fine and good. Its Resort offers Luxury Gaming in its casinos, “haute couture” experiences in its iconic palace hotels and their Diamond Suites and gourmet dining at the cutting edge of modernity, combining Michelin-starred restaurants, international concepts and our own creations, as well as a topflight artistic and cultural selection. The Resort also offers a fantastic range of sport and well-being activities, shopping and partying. And because the new Art de Vivre Monte-Carlo must evolve towards increasingly ethical and responsible luxury, Monte-Carlo Société des Bains de Mer has been committed since 2007 to a pro-active policy in terms of energy transition, consumption of resources and waste, local fine dining and preservation of the natural heritage. The number 1 private employer in the Principality of Monaco, in 2023 the Group launched its 4th ethics charter to uphold its values of integrity and responsibility in conducting its professional business.

About Dominique London

A leading company in the sale of luxury cigars and spirits, created by founder Dominique Gyselinck and CEO Frédéric Dechamps. The company has 26 boutiques in Europe, England and Switzerland, many under the name “La Casa del Habano” and the most well-known auction house in the world for exclusive cigars. It employs 200 people worldwide.

Download the images: [MONTE-CARLO CIGAR CLUB](#)

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