

IBELIV



IBELIV and Monte-Carlo Société des Bains de Mer unveil an exclusive collection for Summer 2025

Flash News – Monaco, July 4, 2025 – This is a summer must-see! Throughout July, the St James glasshouse, in the very heart of Monte-Carlo, will be offering for sale a selection of bags, hats, and other summer accessories, all crafted from finely crocheted raffia. These unique items are the result of an exclusive partnership between the brand IBELIV and Monte-Carlo Société des Bains de Mer, combining the elegance and quality of raffia with the ethical values championed by the Monegasque group. Founded in Madagascar by Liva Ramanandraibe, also known as “Liv,” IBELIV employs 2,000 Malagasy craftswomen who pour their know-how into every creation. Each handcrafted piece is entirely one-of-a-kind and bears the first name of the woman who made it. By joining forces with IBELIV, Monte-Carlo Société des Bains de Mer is offering a chic and ethical summer pop-up just steps away from the iconic Place du Casino.

A holiday vibe has swept through Monte-Carlo. Since Tuesday, July 1, and for the entire month, an exclusive summer pop-up has settled under the St James glasshouse, at the heart of the Jardins des Boulingrins, in collaboration with the brand IBELIV. Founded just over ten years ago in Madagascar, the label, specializing in high-end accessories, highlights the natural fibers of raffia—a noble material the brand has successfully brought into the world of luxury, with over 800,000 creations worn around the globe. Hats, bags, clutches, accessories... each item is a tribute to Malagasy craftsmanship: crocheted raffia fibers, harvested from the raffia palm tree found in the remote regions of the island. This ethical and sustainable artistry not only preserves ancestral techniques but also supports artisans in Madagascar—especially women. IBELIV now employs 2,000 Malagasy women, each of whom signs her name on her creation, making every piece truly unique.

These beautiful values are shared by Monte-Carlo Société des Bains de Mer, which has also promoted its teams’ artisanal expertise since 1863, highlighting trades such as carpentry, sewing, and painting, while also embracing eco-responsible practices. This summer, the Group co-signs an exclusive collection with IBELIV, offering five color variations for the bag handles and small design details: black (Monte-Carlo Société des Bains de Mer), yellow (Monte-Carlo Beach), turquoise (Monte-Carlo Bay Hotel & Resort), navy blue (Hôtel de Paris Monte-Carlo), and light grey (Hôtel Hermitage Monte-Carlo). Each of these pieces—also available in the various Resort boutiques throughout the summer season—represents countless hours of dedication and craftsmanship, and perfectly embodies Liv’s credo: *“Make beauty while doing good.”* A message that resonates deeply with the DNA of Monte-Carlo Société des Bains de Mer.

Practical Information :

- . Jardins des Boulingrins, Monte-Carlo, MC98000 Monaco
- . From July 1 to July 31, 2025 – open daily from 10 am to 7 pm
- . Information at +336 58 24 06 50

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