



Exclusive brands available in the new pop-up boutique at Hôtel Hermitage Monte-Carlo

Flash News - Monaco, 14th of July, 2026 – On July 7, Hôtel Hermitage Monte-Carlo inaugurated its very first pop-up boutique, dedicated to the sale of exclusive and refined products. A premium boutique, located in the beautiful setting of the Winter Garden, just steps from the new Gustave Bar, beneath the Eiffel dome, perfectly complementing the Grand Art of Living that is characteristic of Hôtel Hermitage Monte-Carlo, the Hotel for Connoisseurs.

Since July 7, and until August 31, 2026, a brand-new shopping experience has enriched the offerings of Hôtel Hermitage Monte-Carlo. Located near the new Gustave, the Hôtel Hermitage Bar, this pop-up boutique offers not only an exclusive selection of brands unavailable anywhere else on the Côte d'Azur, but also signature products from Monte-Carlo Société des Bains de Mer. Swimwear, accessories, jewelry, bags, scarves, playing cards, children's toys... A whole refined and original fashion experience is taking shape in the Winter Garden of the Monegasque palace, with no fewer than 14 brands.

Starting with **Ibeliv**, which is renewing its partnership with Monte-Carlo Société des Bains de Mer through a co-branded collection of raffia bags and hats, presented by Liva Ramanandraibe, founder of the Malagasy brand, at the boutique's opening evening, alongside the colorful and creative **Jamin Puech bags**. Also perfect for the holidays: lovely little reed baskets, adorned with charms, co-branded Monte-Carlo Société des Bains de Mer, with the Spanish brand **Heimat Atlantica**. The Scandinavian ready-to-wear brand **Almada** is also offering a few exclusive clothing pieces, specially created in collaboration with Hôtel Hermitage Monte-Carlo. **Perfect Moment**, the Chamonix-born label renowned for redefining luxury skiwear, has selected the Hôtel Hermitage boutique to debut its swimwear collection, bringing the same commitment to craftsmanship and understated sophistication from the slopes to the sea. Finally, Cannes-based designer **Chynoax** is extending his partnership with Monte-Carlo Société des Bains de Mer through clothing, caps and "origénial" accessories, at the crossroads of street art and pop art.

In jewellery, Corsican designer **Maria Battaglia** offers a selection of fine and delicate pieces, true odes to the Mediterranean, part of the proceeds from which are donated to the Mare Vivu association, in support of anti-pollution, education and marine conservation initiatives. The accessories collection is complemented by a careful selection of sunglasses from **Kering Eyewear**, with best sellers and novelties from Saint Laurent and Bottega Veneta. Finally, the Monegasque brand **Monoïkos 1297** presents a collection of luxury pieces inspired by the history of the Principality, to give or to treat yourself to.

Children are not forgotten, with the co-branded **Tartine et Chocolat** and Monte-Carlo Société des Bains de Mer collection, where comforters and baby linens will bring softness and French elegance to newborns. We also fall for the colorful world of comforters and wooden toys from the French brand **Moulin Roty**, or the pastel tones of the small German plush toys by **Maileg**. As for the older children, they can have fun with the games developed by the historic master cardmaker **Grimaud**, while **S.T. Dupont**, the French house founded in 1872, will present a selection of its iconic lighters and writing instruments. Between technical innovation, exceptional craftsmanship and timeless elegance, these creations have embodied the French art of living for more than 150 years.

Open every day from 11 a.m. to 7:30 p.m., this brand-new boutique cleverly blends elegance and tradition, working with committed brands that fully share the values of the Monte-Carlo Société des Bains de Mer Group.

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