



HOTEL DU CAP-EDEN-ROC  
CAP D'ANTIBES

FRED ALLARD

## HOTEL DU CAP-EDEN-ROC AND FRED ALLARD: AN EXCLUSIVE ARTISTIC COLLABORATION

Antibes, June 2025

The Hotel du Cap-Eden-Roc is proud to announce an artistic partnership with contemporary French artist Fred Allard. Blending timeless elegance with modern creative expression, this collaboration unveils a unique capsule collection inspired by the soul of the legendary Riviera destination and Allard's distinctive artistic vision.

For over a century, Hotel du Cap-Eden-Roc has epitomized Riviera sophistication and the art of refined living. A haven for artists, writers, and cultural icons from around the world, the hotel has always been a beacon of inspiration and creativity. With this latest collaboration, the hotel continues to strengthen its enduring ties to the worlds of art and culture, joining forces with Fred Allard—an acclaimed artist known for his bold and avant-garde approach to contemporary sculpture.

### *A bespoke collection*

Fred Allard has created multi-faceted artworks for the hotel, comprised of:

- The Signature Collection, featuring his iconic Paper Bags.
- A line of Collectibles, artistic objects designed to be taken home as keepsakes.

Each piece is infused with the hotel's unique identity, drawing inspiration from its color palette and graphic universe.

The Paper Bags: signature sculptures

Allard's Paper Bags are striking sculptures crafted in methacrylate, encapsulating symbolic objects from pop culture and luxury heritage. Frozen in time, these sculptural bags may contain iconic blue or red roses, Chupa Chups, Coca-Cola cans, and other signature elements from the artist's creative world. For this special edition, these emblematic objects have been reimagined in the colors of the hotel, and are available in various formats—including the Minaudière, Paper Bag Toy, XS, Small, and Classic.

The Collectibles: iconic objects in artistic Inclusion

Compact in form yet rich with symbolic resonance, the Collectibles encapsulate emblematic elements from both daily life and the hotel's heritage: the mythical pool buoy, the room key, the cocktail stirrer. Each piece evokes a singular memory or experience lived at Hotel du Cap-Eden-Roc.

Designed as modern-day relics, these miniature artworks capture the essence of the hotel and transform everyday mementos into collectible pieces of art—lasting souvenirs of an unforgettable escape.

All pieces will be available exclusively at the Eden-Roc Riviera Collection boutique.

*"Collaborating with Hotel du Cap-Eden-Roc is a true honor. This legendary place, which has welcomed so many iconic artists, is deeply rooted in the cultural and artistic history of the French Riviera. It embodies a timeless elegance I've sought to capture in this collection, infusing it with my own contemporary and emotional perspective"* says Fred Allard.

### *An immersive exhibition at the heart of the hotel*

Complementing the sculptural collection, an exhibition of inclusion-based artworks will be unveiled within the hotel. Each piece reflects the spirit of the famed guestbook signatures and iconic photographs capturing the presence of legendary figures—Karl Lagerfeld, Clint Eastwood, John Lennon, Serge Gainsbourg, Jane Birkin, Slim Aarons, and more—who have graced the halls of the property.

This immersive journey invites guests to relive the hotel's storied past through Fred Allard's lens—where memory meets modernity.

A true invitation to contemplation and emotion, this exclusive collection is available only at Hotel du Cap-Eden-Roc—where every piece seamlessly blends into its legendary setting.



ABOUT FRED ALLARD

Born in Nice, Fred Allard is a leading figure in contemporary art. Through his resin and inclusion sculptures, he reimagines the codes of luxury and consumer culture, creating timeless works infused with both nostalgia and modernity. Exhibited at his gallery on 10 Avenue de Verdun in Nice, Allard’s creations are coveted pieces that fuse fashion and art through a singular, forward-thinking lens.

ABOUT OETKER COLLECTION

Oetker Collection is an exceptional portfolio of Masterpiece Hotels and villas in Europe, the UK, Brazil and the Caribbean. Located in the world’s most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the collection’s mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties.

The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hotel du Cap-Eden-Roc in Antibes, Chateau Saint-Martin & Spa in Vence, The Lanesborough in London, L’Apogée Courchevel, Eden Rock - St Barths, Jumby Bay Island in Antigua, Palácio Tangará in Sao Paulo, Hotel La Palma in Capri, The Vineta Hotel in Palm Beach (2025) and a future hotel in St Tropez (2027).

*Hotel du Cap-Eden-Roc*  
Boulevard John Fitzgerald Kennedy  
CS 10029  
06605 ANTIBES CEDEX  
<https://www.oetkercollection.com/hotels/hotel-du-cap-eden-roc/>

Hotel du Cap-Eden-Roc  
Valérie Muller  
Regional Head of Communications  
[valerie.muller@oetkercollection.com](mailto:valerie.muller@oetkercollection.com)  
+33 4 92 93 76 04

Hotel du Cap-Eden-Roc  
Géraldine Maïale Boukhobza  
Regional Communications Coordinator  
[geraldine.boukhobza@oetkercollection.com](mailto:geraldine.boukhobza@oetkercollection.com)  
+33 4 92 93 76 20

OETKER COLLECTION  
Masterpiece Hotels



L'APOGÉE  
COURCHEVEL



CHATEAU SAINT-MARTIN & SPA  
COTE D'AZUR – VENCE – FRENCH RIVIERA



JUMBY BAY ISLAND  
ANTIGUA – WEST INDIES



BRENNERS PARK-HOTEL & SPA  
BADEN-BADEN



EDEN ROCK  
ST BARTHS



HOTEL DU CAP-EDEN-ROC  
CAP D'ANTIBES



HOTEL LA PALMA  
CAPRI



LE BRISTOL  
PARIS



THE VINETA HOTEL  
PALM BEACH



THE LANESBOROUGH  
LONDON



PALÁCIO TANGARÁ  
SÃO PAULO