



**EVOK**

COLLECTION

**NOLINSKI ANNOUNCEMENT  
GULF OF SAINT-TROPEZ  
Opening April 2027**

PRESS RELEASE



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GULF OF SAINT-TROPEZ**

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**Former Mas de Chastelas — a three-hectare estate**



Evok Collection announces the opening of Nolinski Golfe de Saint-Tropez in Gassin in April 2027. For the first time, Nolinski is venturing beyond an urban setting. Following Paris and Venice, the brand arrives in Gassin, on the doorstep of Saint-Tropez, in an iconic location: the former Mas de Chastelas, set within three hectares of landscaped gardens.

Here, everything is a matter of style and rhythm: lingering lunches, returns from the beach, golden hour at the bar, late dinners, intersecting encounters... coupled with a genuine ease for group and family stays, thanks to thoughtful attention paid to every generation.

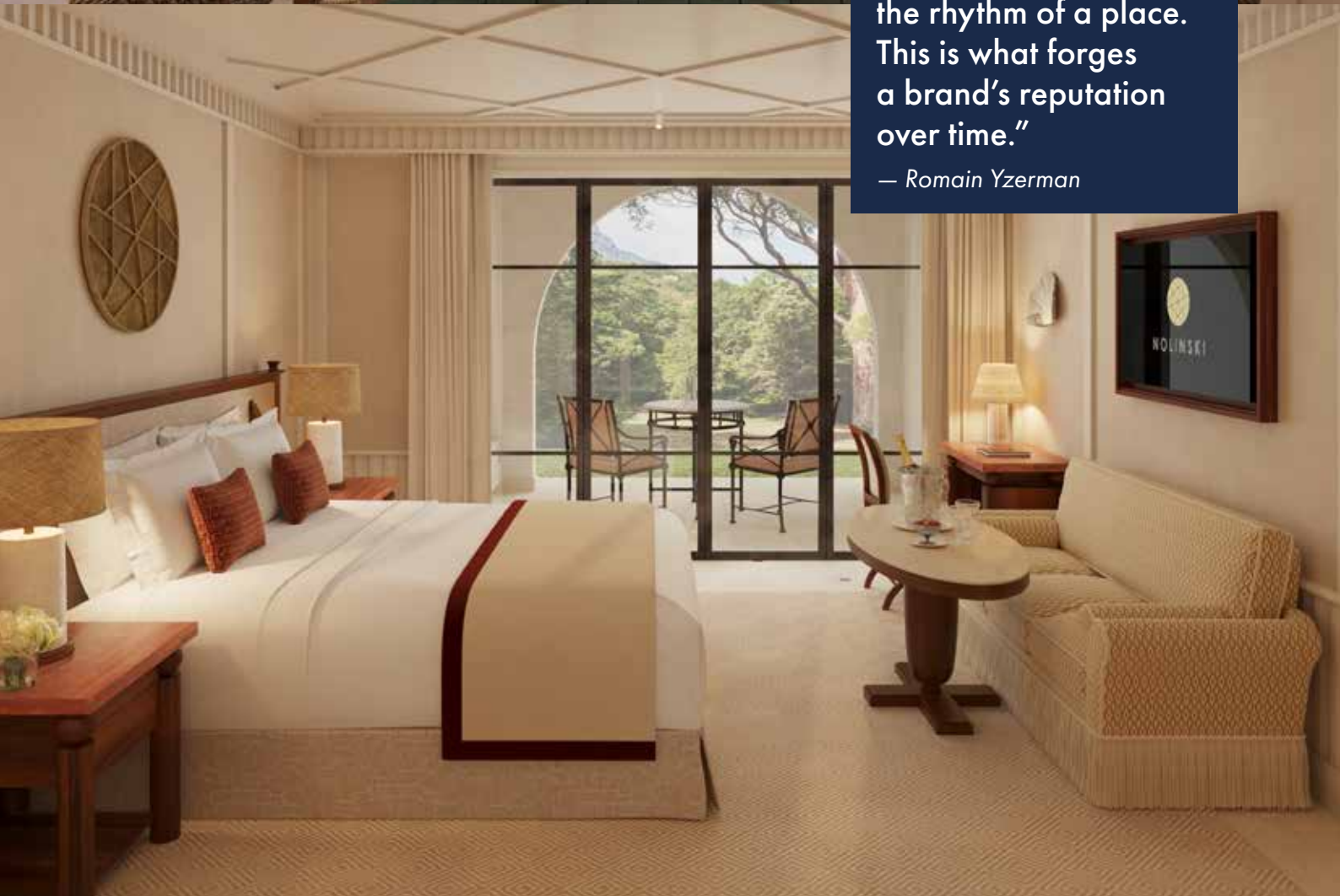
The project is led by Zaka Investments (real-estate company) on behalf of Evok Collection (hotel operator), both owned by Pierre Bastid and partnered with Famille C Participations (the investment fund of the Courtin-Clarins family), a strategic shareholder of Evok Collection.





“We build desirability through experience: attention to detail, the art of service, the rhythm of a place. This is what forges a brand’s reputation over time.”

— Romain Yzerman



GASSIN,  
AT THE GATES OF SAINT-TROPEZ:  
A NOLINSKI RIVIERA,  
WHERE STYLE MEETS THE ART OF LIVING

Here, space and gardens set the scene; the rest is a matter of rhythm. Nolinski Golfe de Saint-Tropez is conceived as a destination in its own right: a place to lunch, to gather, to get ready, to dine, and to extend the evening, embracing that distinctly Tropezian blend of lightness and elegance. An address that fully embraces pleasure, energy, and the simple desire to be there.

Imagined and designed by Nathan Litera, Nolinski Golfe de Saint-Tropez will express the Nolinski design language in a Riviera interpretation: clean lines, sensuous materials, omnipresent light, and a staging of everyday life shaped for summer. From morning through to night, the dining venues, bar, pools and wellness club deliver a complete five-star experience, while the kids' club and teen zone allow families to enjoy the destination without compromise.

FIGURES & EXPERIENCIES  
(PREVIEW)

- 55 rooms and suites with terraces
- Restaurant & Bar
- Wellness & spa
- Kids club & teen zone
- 2 pools: 18 m & 33 m
- Tennis & padel club
- Gardens
- Concierge service

**Hotel opening:** April 2027  
**Reservations open:** July 2026





THE OTHER  
NOLINSKI  
ADDRESSES



**NOLINSKI**  
PARIS



**NOLINSKI**  
VENEZIA

## ABOUT EVOK COLLECTION

Since 2014, Evok Collection has been imagining and developing exceptional destinations shaped by a distinctive vision of luxury: sensitive, cultural and profoundly human. Each property is born from a clear intention: to create vibrant spaces infused with emotion, where aesthetics converse with meaning. Beauty is lived, service is elevated through the art of the gesture, and hospitality is expressed through genuine attention.

Through its two brands, Nolinski and Brach, Evok Collection explores two complementary languages: Nolinski, more contemplative, where culture and tranquillity define an art of time; Brach, vibrant and expressive, where urban energy becomes elegance and shared experience. Both are united by the same ambition: to create places that stand out for their presence, their atmosphere, and the stories they tell.

Attentive to local environments and craftsmanship, Evok Collection anchors its development in a responsible approach driven by respect, sustainability and the transmission of know-how. From Paris to Venice, Madrid, and soon Rome and Gassin in the Gulf of Saint-Tropez, Evok Collection pursues a single vision: to shape an art of living that is free, exacting and sustainable, a luxury of emotion and balance.



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