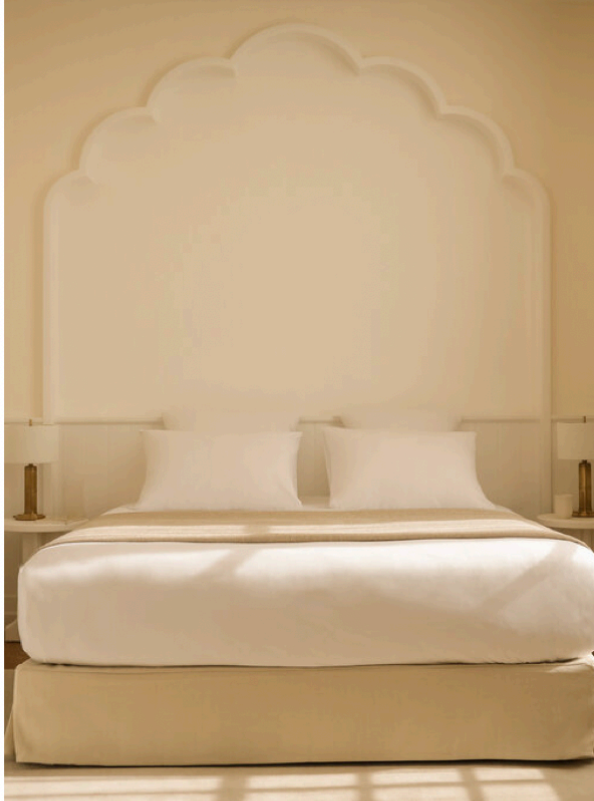


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A Bright New Hotel That Nods to the History of Hyères, France



The rooms at Lilou Hôtel in Hyères, France, are decorated with soft hues and Moorish details. Stéphanie Davilma

By Lindsey Tramuta

The southern French seaside town of Hyères may be best known as an incubator for fashion talent: for the past 39 years, it has hosted the International Festival of Fashion, Photography and Fashion Accessories. But locals remember its history as a coveted destination for Europeans in the Mediterranean in the late 19th century — one that declined in the 1920s as the economy reeled from World War I and interest shifted toward then-emerging destinations like Nice. When the restaurateur and hotelier David Pirone opened Le Marais Plage, a beach club and Italian restaurant, in 2013 and La Reine Jane hotel in 2017, it was to meet growing demand from festivalgoers and put his hometown back on the travelers' map. Next month, he plans to open Lilou Hôtel in one of the last remaining original Hyères hotel properties from 1870. The interiors have been reimagined by [Kim Haddou and Florent Dufourcq](#), the winners of the Van Cleef & Arpels grand prize at the 2018 Design Parade Toulon. The designers eschewed the terra-cotta touches that are common in Provençal interiors, opting instead for soft-hued natural materials such as cork floors and burl wood furnishings. Trellises hark back to early 20th-century winter gardens, and the use of arched doorways and boiserie in certain rooms recall the town's historic Moorish villa from the 19th century. Even the artwork has a local touch, with pieces selected in collaboration with Jean-Pierre Blanc, the founder of the fashion festival and director of the modernist residence turned art center Villa Noailles. *Lilou Hôtel opens March 29, rooms from \$130, lilouhotel.fr.*