

Inside the World of Carol Asscher

VILLA LAS BRISAS

St. Tropez's Most Elegant Escape

If you know the French Riviera, you know the name Carol Asscher. Nicknamed the Queen of St. Tropez, she's the woman behind the town's most glamorous soirées, a revered tastemaker whose sense of effortless glamour defines summer on the Côte d'Azur. Now, she's turned her refined eye to an extraordinary personal project—Villa Las Brisas, a hidden sanctuary of sophistication that offers guests not just a place to stay, but a full immersion into Carol's world of elegance, art, and style.

By Hillary Latos



As the Cannes Film Festival approaches, Asscher is also sharing her must-visit spots for those looking to experience the Riviera with a touch of insider flair.

A Legacy of Riviera Style

Carol Asscher is not new to the art of hospitality—she's mastered it. "I grew up in St. Tropez, and I know everyone like family," she says. "I throw a lot of parties. The secret? Great food, beautiful décor, good music, and mixing interesting people together. That's the magic."

Her signature hosting style has been lovingly infused into Villa Las Brisas, a seven-bedroom Mediterranean masterpiece nestled just moments from Pampelonne Beach. Designed in collaboration with Alessandra Home Interiors, every corner of the villa exudes Carol's signature sensibility: think light-drenched interiors, bespoke furnishings, curated art, and terraces that melt into the azure coastline.



A hidden treasure perched above the French Riviera, Villa Las Brisas is not just a property—it's an invitation into Carol's universe. The estate balances serenity with vibrancy, offering panoramic views, a tranquil infinity pool, and direct access to the sea. But the true luxury lies in its details: the on-site butler, personalized concierge service, and a kitchen where every meal—whether a beachside breakfast or candlelit dinner—is a sensory experience.

"I wanted the villa to reflect everything I love about St. Tropez," says Carol. "It's about living beautifully, celebrating life, and being surrounded by natural elegance."

Whether it's arranging a private yacht charter, helicopter transfer, or reservations at the most coveted beach clubs, the Villa Las Brisas team curates every experience to match Carol's famously high standards. "The lighting, the table settings, the scent of the flowers—these things matter," she notes. "They create memories."

Carol's Cannes Film Festival Edit: Where to Dine, Sip, and Be Seen

As the film industry's glitterati descend on the Riviera, Carol's insider recommendations are a must for those chasing the chicest moments during the Cannes Film Festival. Her go-to list includes a mix of heritage glamour and modern indulgence:

Lunch Hotspots on the Beach

- **Le Club 55:** An institution and a social hub where the rosé never stops flowing.
- **Loulou à Ramatuelle:** French Riviera nostalgia and elevated seafood.
- **Gigi:** Chic luxury with a Bellini bar and a kids' circus.
- **Indie Beach:** Casual Mediterranean cuisine with a DJ soundtrack.
- **Shellona Pampelonne:** French-Greek flavors in a relaxed, stylish atmosphere.
- **Bagatelle:** Always buzzing, always glamorous, with French-Med excellence.

Elegant Dinner Destinations

- **Kinugawa:** Glamorous Japanese cuisine with sweeping Golfe de Saint-Tropez views.
- **Le Yaca:** Cozy French fare in a five-star hotel garden.
- **Nao & Ban Hoi:** Sophisticated, Asian-inspired menus in stylish settings.
- **L'Opera:** Over-the-top, theatrical dining with music, art, and flair.



Don't Miss

- Shopping at Sunday and Gaz, or treasure hunting in the St. Tropez Tuesday market.
- Day trips to Gordes, Château Lacoste, and the Lavender fields of Valensole.
- Golf at Vidauban and Gassin clubs.

Living the Riviera Dream

Whether hosting her famous July summer party, entertaining global icons, or creating refined experiences at her villa, Carol Asscher remains the undisputed muse of the Mediterranean. With Villa Las Brisas, she offers guests not just luxury, but a lifestyle. The property is available year-round, though its golden season aligns perfectly with the shimmer of the Cannes spotlight.

"Las Brisas is more than just a home," says Carol. "It's my vision of beauty and celebration brought to life."

www.villalabras.fr