



# GLOBAL HOPE Diary of a Jetsetter

Hope with friends  
Audrey & Katarina

## ST TROPEZ SCENE

I rapped up the fashion runways and hit the MIA runway to catch a British Air flight to Nice for my jaunt to St. Tropez. The last 10 days of July are what I like to call the French Riviera's 'Super Bowl Week' of parties. On cue, all the A-listers show up along with the jetsetters, new and old Hollywood and of course Bridget Bardot in spirit! The South Beachers 'in the know' are there to see and be part of the scene. Nikki Beach veterans, Eric Omores and Jack Penrod have their teepees set up in Pampelonne where all the 'players' come out to play. St. Tropez is really an international playground.

I have always tried to make my avocations my vocations...so that my work is my play and vice versa. Who said you can't mix business with pleasure? This time, I was visiting the Cote d'Azur to host parties with the owner of Chateau d'Esclans, Sacha Lichine for his top ranked and most expensive rosé in the world. Mr. Lichine is on a mission to single-handedly turn rosé into a premium category worldwide with his brand at the top! I had the pleasure of visiting the vineyard in Cote d'Provence earlier in the summer for a tour and tasting. The 700-acre private property is extraordinary with a newly restored 19<sup>th</sup> century chateau, fully equipped with its own chapel, rose garden, pool, professional kitchen and of course state-of-the-art wine making machinery



and even a small shop on-premises for stocking up on your favorite variety. They have four: Whispering Angel, Esclans, Les Clans and Garrus.

As a brand Ambassador (I just LOVE rosé wine and am tickled pink over the Chateau d'Esclans varieties – all natural, no sugar and the best part, no hangover), I was on the French Riviera to get the brand exposed to the right global 'influencers'. In

## LIVETHE DREAM

luxury, it is the quality of the contacts, not the quantity.

Our first "Pink Party" was held at Hotel La Tartane. This lovely hotel nestled just a few minutes away from the village of St. Tropez, is quite charming and classy. Magnums of Chateau d'Esclans rosé were served outdoors under the moonlight by pretty 'angels' to a lively VIP crowd decked out in their pink attire entertained by a fabulous singer. A delicious dinner of fusion Asian cuisine was served buffet style to our guests.

I had the honor of meeting the still striking, redheaded Hollywood movie star icon, Arlene Dahl. The studios even had a slogan for her, "The most beautiful woman



Chateau d'Esclans



Hotel La Tartane



Hope with Arlene Dahl



Hope & Chateau d'Esclans Angels

ever seen in a movie". Arlene was part of the original studio system under contract with Warner Brothers, MGM and Paramount. She and one of her 5 former husbands, matinee idol, Fernando Lamas gave birth to a more recent 'Latin Lover', Lorenzo Lamas.

Our second "Pink Party" took place at Anjuna Plage, beach-side in the lovely village of Eze just outside of Monaco. The casual beach club setting was upbeat with a lively trio getting the guests to dance to their beats while sipping endlessly flowing Chateau d'Esclans rosé wine. As the sun set, the energy was elevated. Our new friend and founder of Easy Jet, Stelios, joined us, as he has become a fan of our rosé. My journey to Eze was via Sunseeker, sailing along the Med compliments of my Greek friend, Kyros. We brought a boatload of beauties and beaus to enjoy the party. We landed at sunset at St. Jean Cap Ferrat and shuttled to Eze, ending the night at Jimmy'z in Monte Carlo at sunrise.



Bottles of Whispering Angel

Details:

- [www.nikkibeach.com](http://www.nikkibeach.com)
- [www.chateaudesclans.com](http://www.chateaudesclans.com)
- [www.saintamour-hotel.com](http://www.saintamour-hotel.com)
- [www.anjunabay.com](http://www.anjunabay.com)
- [www.eze-riviera.com](http://www.eze-riviera.com)
- [www.ehopeinternational.com](http://www.ehopeinternational.com)

Photos on opposite page (top to bottom): Alain Riviere & Stelios Haji-Ioannou, Hope & Sacha Lichine, guests, trio of singers at Anjuna Plage



Hope with friends Marianne & Carine



Anjuna Plage



**HOPE INTERNATIONAL** Contributing Editor, Hope Gainer, President of Hope International, is a global imagemaker, marketer and branding expert with 30 years of lifestyle experience with a focus today on the luxury market. She produces unique upscale events around the world. Gainer is a founding member of the Florida Luxury Council and a contributor to several luxury publications including Elite Traveler, Haute Living and Social Affairs. She also represents spectacular "trophy" real estate properties.

