

Beat: Lifestyle

## AT THE MAJESTIC HOTEL THE GLAMOUR MEETS THE LUXURY & CINEMA

### OF BARRIERE GROUP IN CANNES

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**USPA NEWS** - There not might be the Cannes festival, without The Majestic and vice versa. Since its creation in 1961, this luxury hotel has become the haunt of filmmakers, actors, personalities and even celebrities. The time has printed this unique place by the wave of cinema, passing by big legends and divas.

#### THE MAJESTIC IS THE MEETING POINT FOR CELEBRITIES AND THE AUTHENTIC CHIC -----

By leaving the Majestic I meet Francois Pinault welcomed by the General Manager Pierre Louis Renou. This is the strong label of a special service that is required in this palace by the friendliness and helpfulness of the staff that is outstanding. Certainly that he came to support his wife Salma Hayek, the great Lebanese-Mexican actress, who stays at the Majestic. In fact the Majestic hosted during the Cannes Film Festival the "Women in motion" talks united close to 30 film industry figures, who were invited to share their opinions on the issue of women in cinema. During their Talk, Geena Davis and Susan Sarandon, the iconic stars of cult film Thelma & Louise, addressed the impact that films have on individuals in terms of identification and on society in general, as well as on perceptions that are considered to be the norm.-----

I later meet, the team members of a competition movies in Cannes, like princesses, wearing crowns, signifying that they seem to be emperors in their country. Later, a pair of staff from the team welcomes the great French directors, members of the Jury Cannes Film Festival. The next day, later Kering, a talk is animated by Variety around Juliette Binoche and Susan Sarandon as share of "Women in Motion". The next day it was the turn of Salma Hayek to speak with reporters about women in the cinema. The Majestic is not the only goal of the Cinema's family seeking this atmosphere but also a certain wish to get back to the legends leaving their memories and have this place was marked by the passage of large legends of cinema who have left their footprints and memories this special place mainly dedicated for the stars of everyday, or the divas of Hollywood and cinema's land.-----

For instance, in 2015, the Majestic opened its "Mélodie Suite", a superb 200m2 suite created by interior designer Nathalie Ryan who was inspired by the film "Mélodie en Sous-Sol", (Any Number Can Win), many scenes in which were filmed at the Majestic in 1963. The welcoming lounge and two large bedrooms enjoy stunning views of the Mediterranean thanks to a large glass dome, making this a truly relaxing and comfortable place to stay. "In addition, in this city which welcomes the Cannes Film Festival every year, the Majestic pays tribute to the silver screen with its own superb 35-seat cinema. Equipped with all the latest technology, the cinema can be rented for private viewings making it the perfect movie venue.

#### DOMINIQUE DESSEIGNE BARRIERE GROUP'S CEO PURSUED THE WORK INITIATED BY HIS WIFE DIANE BARRIERE-DESSEIGNE

Barrière group now consists of 41 casinos and 17 hotels (4 leading Hotels of the World, 1 Relais & Châteaux and 2 partners hotels). Situated in world famous tourist resorts, the Resorts Barrière are exceptional tourist destinations. At the beginning of the 90s, Diane Barrière-Desseigne succeeded Lucien Barrière, her father, and initiated major rehabilitation projects (The three Hôtels Barrière in Deauville, the Hermitage Barrière and the Royal Barrière in La Baule, as well as the Majestic Barrière in Cannes). She conferred to the group this inimitable Barrière style, by starting a long collaboration with decorator Jacques Garcia, with her husband's support. A strong-willed, elegant woman, she inaugurated the new generation of firm-handed women CEOs, promoting a more modern management. In 1995, Diane Barrière- Desseigne fell victim to a most grievous plane accident, and from 1997 Dominique, along with his wife, co- managed the "Société des Hôtels et Casino de Deauville" (SHCD) and the "Société Hôtelière de la Chaîne Lucien Barrière" (SHCLD). Spurred on by them, in 1998 the SHCD acquired the prestigious Fouquet's Brasserie on the Champs-Élysées in Paris and its brand name. Her dream of having an Hotel there was realized by her husband in 2006 with the Hotel Fouquet's Barrière. Diane Barrière-Desseigne died in 2001 from her accident. Heading the group single-handedly since 2001, Dominique Desseigne has directed the group through a strategy of growth and modernization. Dominique Desseigne is moving the group towards sustainable innovation, by diversifying it and anticipating his clientele's new trends and desires, in each one of his businesses, casinos, hotel and catering industry and by initiating the first international developments.

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