

La Ferme d'Augustin: A quiet luxury on the shore of Cote d'Azur

by Regitse Rosenvinge updated on August 9, 2023 ♥ 1



What does Brigitte Bardot, F. Scott Fitzgerald and Hemingway have in common? Their love for Cote d'Azur and in particular, Saint Tropez.

It has been a playground for the international jetset for more than a century and the gold coast continues to draw in travellers from all around the world. But Cote d'Azur is so much more than fancy shops, super yachts and expensive restaurants. In fact, its very essence is anything but that.



Regitse Cecillie Rosenvinge

Welcome to my digital home! My name is Regitse and I'm a hospitality consultant, hotel expert and author based in Copenhagen, Denmark. This digital magazine is dedicated to my love for hospitality, hotels and luxury travel. I hope you'll be inspired.

xxx

At La Ferme d'Augustin; a quaint, family-owned hotel in Ramatuelle, just a stone's throw from Saint Tropez, they know that. It is probably the last hiding place for lovers of true Tropezian hospitality and hedonists hanging on to "the good old days" on the gold coast, and this summer, I was lucky enough to spend a handful of days here. Join me for a stay at this discrete gem in Southern France and learn what authentic luxury is all about.

A heart beating for hospitality

Originally a quiet fisherman village founded during the Roman Empire, Saint Tropez was made world famous by Brigitte Bardot's alluring role in 'And God Created Woman' in 1956. Since then, the area has been synonymous with champagne-spraying parties, super yachts, and exalted beauty, but you should never judge a book by its cover. Behind the facade, Saint Tropez and the neighbouring commune of Ramatuelle, is a serene holiday spot where time does not exist. Here, you will find La Ferme d'Augustin, which is perhaps the last refuge of its kind in the area and a proof that true luxury is the opposite of noisy. *It is discrete, authentic and honest.*

As I checked in at the wooden counter upon my arrival, I was instantly offered a table for lunch to ease my long journey. It was obvious that I had reached a home. Not just "a home away from home" (a phrase used by many hotels these days), but an actual *home*. I could feel a heart beating for hospitality and a family dedicating their lives to this property and its guests.

'We have prepared a light lunch for you', said one of the waitresses as she showed me to my table overlooking the terrace and pool area. A Salad Nicoise was served with a glass of chilled Chardonnay and all my worries disappeared for a while.



Regitse

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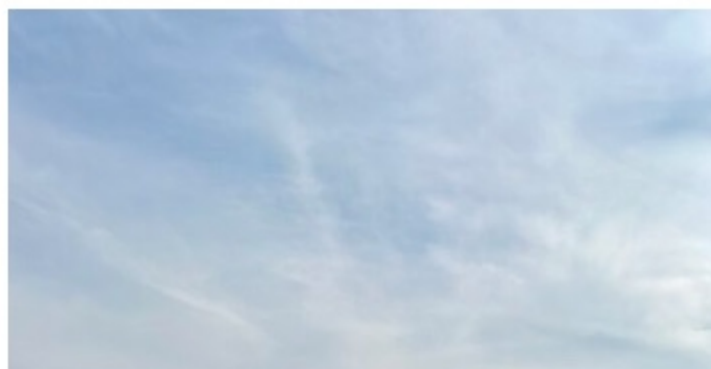
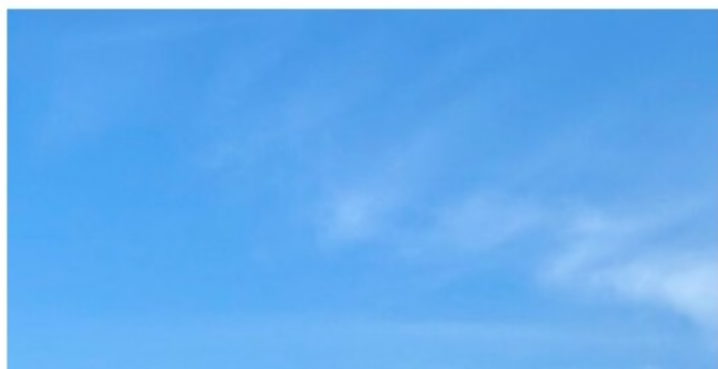


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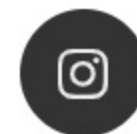




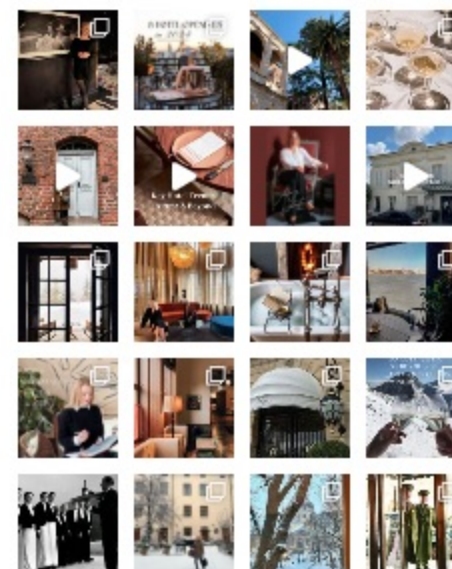
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The magic of Cote d'Azur

La Ferme d'Augustin is a former farm house turned into a hotel by Augustin (the grandfather of the current owner, Cristophe) in the 1950s. One of the most famous beaches in Europe, Pampelonne, can be reached within 5 minutes by foot, yet here, amongst the pine trees, you almost feel as if in a different world. The property is secluded but within reach. There's a certain privacy here that only the initiated get a share of.

As I strolled across the cobblestone driveway after lunch to reach my room (a Classic Double Room with a private terrace), I had the feeling that Brigitte Bardot would walk pass me with a wicker basket under her arm any time. Although more than 60 years have passed since she made her film debut in Saint Tropez, this kind of magical Cote d'Azur energy still lingers in the air.



There are dozens of things to do, see and explore in the area, but if you stay at this particular hotel, I can only recommend immersing yourself in the facilities – like the spacious pool, which is heated all year round or the spa, Fleurs de Coton. Maison Spa Fleurs de Coton is a Swiss beauty institute originally founded in Geneva in 2012, and now guests can enjoy its offerings and products at La Ferme d'Augustin as well. They specialise in anti-aging treatments and are open from early April to mid-October for both guests and local visitors.





A catalyst for dreams and connections

One of the highlights of my stay was the restaurant, La Table d'Augustin. A family-restaurant since 1950, it truly does not get more authentic than this. Paying tribute to fresh, local produce and quality, above all, La Table offers vegetables from the garden, fruit from the orchard, and olive oil and wine from the house's small vineyard. A menu card reveals the house dishes while the daily specials are written with chalk on a blackboard. Fresh fish from the local harbour (e.g., sea bass and impressively-sized lobsters) are to be found on the board everyday for lunch and dinner, not to mention other delicacies such as freshly-squeezed orange juice, watermelons from the garden and home-made jam. If you want to bring home a souvenir, the little in-house shop offers curated products such as jams, olive oil, wine, candles, beach items and wicker baskets.



Nothing is left to chance here yet it all seem so incredibly low-key and discrete. I think that's the recipe for the success of La Ferme d'Augustin or shall we say, the reason why guests return year after year. There are plenty of regulars here and after 3 days here, I understand; this hotel isn't just a hotel but a lifestyle. More than a place to stay during your holiday, it's a catalyst for dreams and connections.