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3.14

5 Rue François, Einesy, Cote d'Azur, 06400, | France ◆◆◆◆

From £157 per room per night

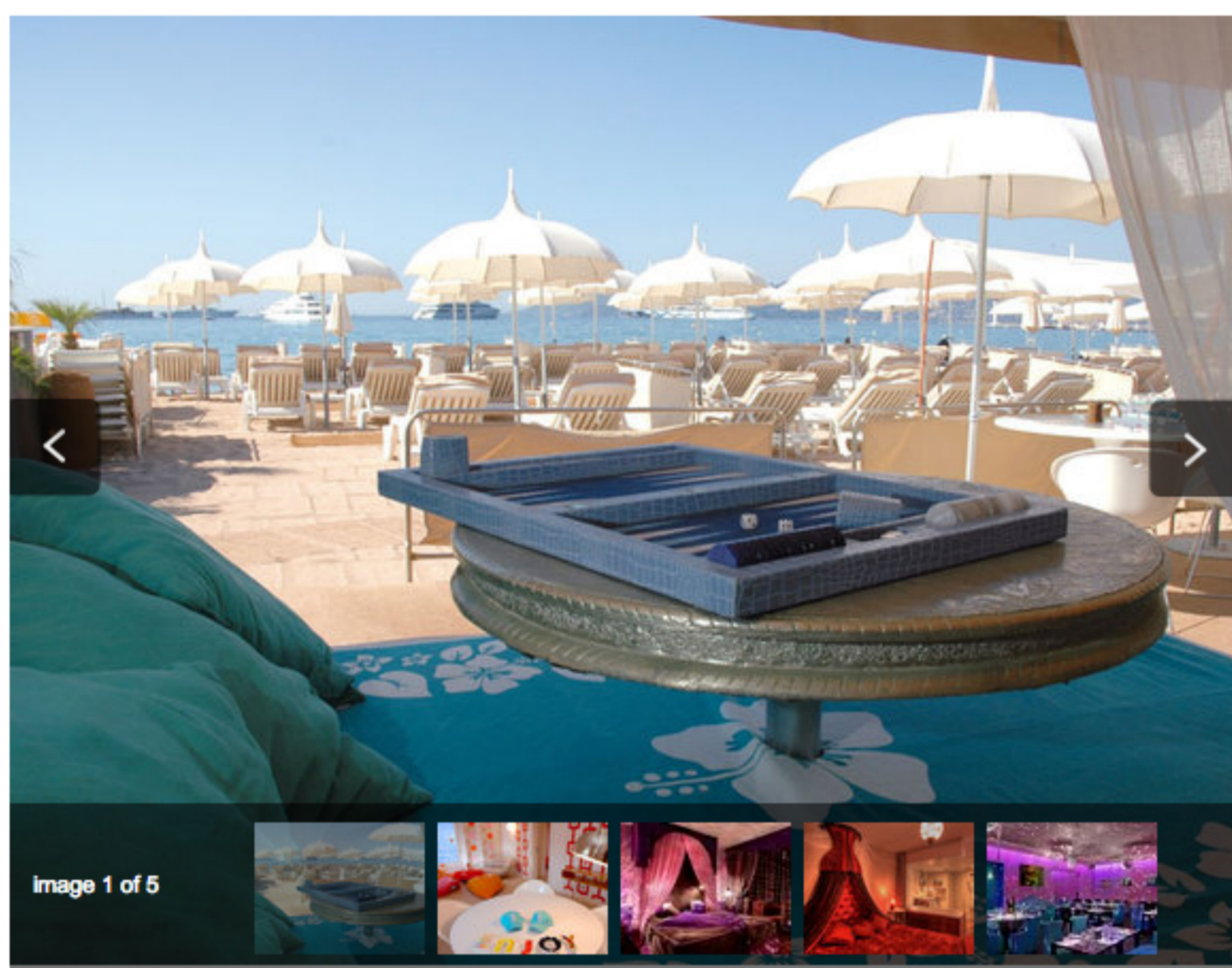
By Rowena Carr-Allinson | Posted: Thursday 06 October 2011

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The 96-room urban retreat **3.14** is just a stone's throw away from the Croisette. But that's where any comparison with the usual Cannes classic palaces ends. From the reception's indoor fountain and its live birds to the Asian-inspired armchairs and nightclub-style bar, it's an utterly eccentric boutique hotel, a warren of creativity, with a hefty dose of kitsch.

Each of the floors is a secret passageway into a different culture and civilisation, inspired by five of the different continents - from Moulin Rouge-inspired 'Europe' boudoirs to the bubble gum pop 'America' and zen 'Asia'. Africa features plush warm colours, drapes and tented beds where Zanzibar meets Morocco, while Oceania is kitted out in fresh, sandy neutrals. Each unique room tells its own story, whether it's Pop Art or 1001 Nights, and is a circus for the senses. All bedrooms are en-suite and you can choose between bathtubs in the bedrooms or more discreet bathrooms.

If you can tear yourself away from your quirky room, Le Cinq whips up organic Mediterranean meals in surroundings based on the Taj Mahal. The bar has a bohemian tented ceiling, and mixes impressive cocktails to the sound of live DJs. If eating under Balinese parasols looking out to sea is more your style, then there's the 3.14 beach club.

The real icing on the cake, however, is the rooftop pool with its views over the twinkling Mediterranean, cool sun loungers and smattering of exotic plants. There's also the rooftop spa, Cocoon, with its hammam and massages, as well as a Jacuzzi by the sea that leads to the hotel's very own private beach on La Croisette. In fact, it's safe to say that 3.14 has it all - and in spades. The only problem will be hitting reality at check-out after being cosseted in such luxurious fantasy.

What's hot?

- The extravaganza that greets you behind each bedroom door
- The laid-back vibe drinking cocktails in the bar
- The private beach
- The glitzy rooftop pool

What's not?

- Some of the rooms have very restricted views

Need to Know: 3.14

Number of rooms: 96

Check-in/check-out times: 4pm and 12 noon

Room service: Yes

Swimming pool: Yes, there's a fabulous rooftop pool

Spa: Yes, although quite small there is a mini spa pod on the roof known as the 3.14 Cocoon

Dogs welcome: No

Eating & drinking: The bar, which looks like a club (right down to the draped tented ceiling and glitter balls), offers live DJ sessions and cocktails, while the Le Cinq restaurant is all about Mediterranean, organic cuisine with global influences. You can also eat at the 3.14 Beach club, a vision in turquoise blue overlooking the sea.

Near to? You probably won't need to leave the hotel, but if you do, then you're right on the doorstep of the Croisette for designer shopping heaven. Footsteps from the Med, and all of Cannes' hottest parties, you won't need to venture far.

Getting there: The nearest airport is Nice, at roughly 30 minutes' drive away. There'll be plenty of taxis and hire car cars available when you get to the airport.

BOOK 3.14

Book 3.14 online or contact the ELLE escapes team on 020 3397 2690

Arrival date

DD-MM-YYYY

Nights **Adults**

1 2

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The ELLE Edit

Best room: Very much a question of taste. First, choose your continent: America, Oceania, Europe, Asia or Africa; then your room style. Our favourite? America's pop-influenced hideaway and the European Moulin Rouge boudoir.

Best dish: Either zucchini flowers stuffed with prawn tempura or turbot and pan-fried gnocchi

Fashion/design credentials: Karine Ellena Partouche, the brain behind the 3.14 credits her airline pilot father for the concept's inspiration. Each bedroom is a masterclass in creativity.

Who stays here? Benicio del Toro has been spotted lurking at the bar, while Mariah Carey, Ryan Philippe and Paris Hilton have all hit the beach club



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