

Luxury property investor Carol Asscher shares her design inspirations and insights with Style of the City as she showcases her latest luxury property, Villa Las Brisas.



Introducing esteemed luxury property investor and designer Carol Asscher. With stunning residences in Belgravia, Gstaad, St. Tropez, and Dubai, Carol embodies the fusion of exceptional design and unparalleled hospitality. Her skill lies in creating timeless, 'home from home' cosy yet luxurious spaces where she can host, a skill she has artfully curated.

Carol's design philosophy is deeply rooted in her passion for creating spaces that blend comfort with sophistication, incorporating hotel-like services while maintaining a relaxed, homely atmosphere. Her longstanding collaboration with her friend and interior designer, Sandra Cerfontaine (<https://www.alessandra.fr>) from the South of France spans over 20 years and has greatly influenced her approach.

At the heart of Carol's work is her commitment to "The Art of Hosting," driven by her desire to bring people together in a welcoming environment. Each residence she curates embodies this ethos, showcasing the unique characteristics of each location while retaining the essence of her style:



I really want to start by asking you: Your passion for hosting events is well known. Where does this love stem from, and how do your travels and the events you attend inspire your gatherings?

I find inspiration by exploring various events. I enjoy seeing the different flower arrangements and table setups. I love bringing people together to meet and have fun.

Villa Las Brisas embodies timeless glamour. How did you incorporate this elegance into its design?

I like cosiness, and I think it is important to create a villa that is timeless, cosy, glam, and sophisticated.

Which amenities, like the spa or fitness room, enhance the overall guest experience the most?

I think the nicest thing is the view of the house. Of course, the spa is good; it is amazing to have a spa and a gym, but I think the view is breathtaking.



Here, Carol shares with Style of the City more about her newest holiday villa- Villa Las Brisas

What advice would you give to homeowners looking to create a luxurious yet affordable functional space in a coastal setting?

Paying attention to various details is essential, especially for dining. When guests rent the house, they should have different dishes, cutlery, and napkins for each meal. I like the staff to change everything daily. Additionally, I think it's essential to have attractive décor, nice beds, comfortable pillows, and fresh, clean sheets and towels that are always white and new.

How would you describe St. Tropez to someone who has never visited before?

I love the atmosphere in St Tropez. You can go to the beach, enjoy parties, visit nightclubs, and engage in many activities in this small village. Whether you want to party, relax, hike, or swim, plenty of options are available.

www.villalasbrisas.fr

