

PLACE RESERVEE



LUXE BEACH ESSENTIALS



SS 2026



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THE BRAND

Laurence and Valerie, two sisters with a shared passion for quality and elegance, have combined their talents to embark on an extraordinary adventure.

With over 45 years of family history in the bed and bath linen industry, in 2018 they chose to re-release an old beach towel collection from their parents under the name "Place Reservee." A new brand was born!

With their experience in the industry, Laurence and Valerie bring a breath of fresh air to the world of luxury beach towels. Their goal goes beyond simply providing high-quality and timeless products. They want to create an experience that exudes trust, authenticity and emotion.

Place Reservee is not only about finding the perfect beach towel, but also about discovering an exclusive collection that suits your personal style and taste. Each beach towel is designed with care and attention.

Laurence and Valerie cordially invite you to be part of their journey. They want to spoil you with their unique beach towel collection and let you enjoy the ultimate luxury and comfort.

Welcome to Place Reservee, where the sun always shines and luxury is never far away.

THE PRODUCT

A shift toward quality production in Southern Europe rather than mass production in Asia.

This trend is driven by the growing appreciation for high-quality products and sustainability. Sustainability plays an important role for us. Local production means shorter transport routes, lower carbon emissions and less waste.

Finally, our cotton is carefully selected based on fiber length, strength and softness, resulting in exceptional texture and comfort.

All of our products are OEKO-TEX certified. This means they meet strict health and environmental standards. In manufacturing we only use materials and processes that are free of harmful substances and chemicals. So you can enjoy your new beach towel with peace of mind.









CLASSIC

Beach towel

Luxury beach towel in 100% cotton, XL size.
Front: velvet - back: terrytowel. 480 gr/m²

100x200 cm.



Atlantic 309

SKU: STJPLAS30903



Mykonos Blue 314

SKU: STJPLAS31403



Gold 840

SKU: STJPLAS84003



Eucalyptus 220

SKU: STJPLAS22003



Sand 770

SKU: STJPLAS77003



Lavender 230

SKU: STJPLAS23003



Pink Lemonade 510

SKU: STJPLAS51003



Tan 735

SKU: STJPLAS73503



Peach 614

SKU: STJPLAS61403

CLASSIC

Beach pillow

Luxury beach pillow in 100% cotton, super comfortable.
Front & back: velvet. Zipper closure. Filling included.

30x40 cm.



Atlantic 309

SKU: KUSPLAS30921



Mykonos Blue 314

SKU: KUSPLAS31421



Gold 840

SKU: KUSPLAS84021



Eucalyptus 220

SKU: KUSPLAS22021



Sand 770

SKU: KUSPLAS77021



Lavender 230

SKU: KUSPLAS23021



Pink Lemonade 510

SKU: KUSPLAS51021



Tan 735

SKU: KUSPLAS73521



Peach 614

SKU: KUSPLAS61421





CLASSIC

Beach bag

Luxury beach bag in 100% cotton.
Outside: velvet - inside: cotton liner. Inside pocket with zipper.

46x40x21 cm.



Atlantic 309

SKU: BAGPLAS30911



Mykonos Blue 314

SKU: BAGPLAS31411



Gold 840

SKU: BAGPLAS84011



Eucalyptus 220

SKU: BAGPLAS22011



Sand 770

SKU: BAGPLAS77011



Lavender 230

SKU: BAGPLAS23011



Pink Lemonade 510

SKU: BAGPLAS51011



Tan 735

SKU: BAGPLAS73511



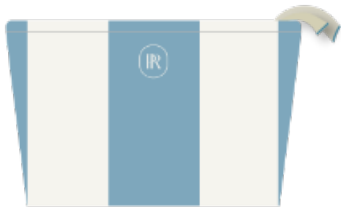
Peach 614

SKU: BAGPLAS61411

CLASSIC

Toiletry bag

Luxury toiletry bag in 100% cotton.
Outside: velvet - inside: PU lining, Zipper closure.
25x18 cm.



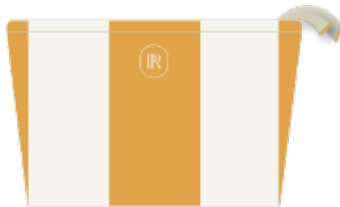
Atlantic 309

SKU: TOIPLAS30904



Mykonos Blue 314

SKU: TOIPLAS31404



Gold 840

SKU: TOIPLAS84004



Eucalyptus 220

SKU: TOIPLAS22004



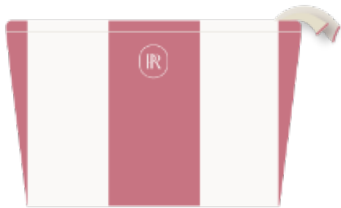
Sand 770

SKU: TOIPLAS77004



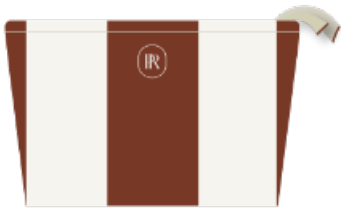
Lavender 230

SKU: TOIPLAS23004



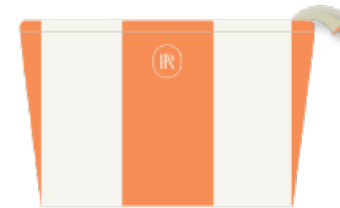
Pink Lemonade 510

SKU: TOIPLAS51004



Tan 735

SKU: TOIPLAS73504



Peach 614

SKU: TOIPLAS61404





PETITE

Beach towel

Luxury beach towel in 100% cotton in handy smaller size.
Front: velvet - back: terrytowel. 480 gr/m²

65x120 cm.



Atlantic 309

SKU: STJPLAS30910



Mykonos Blue 314

SKU: STJPLAS31410



Gold 840

SKU: STJPLAS84010



Eucalyptus 220

SKU: STJPLAS22010



Sand 770

SKU: STJPLAS77010



Lavender 230

SKU: STJPLAS23010



Pink Lemonade 510

SKU: STJPLAS51010



Tan 735

SKU: STJPLAS73510



Peach 614

SKU: STJPLAS61410





HOLIDAY

Beach towel & blanket

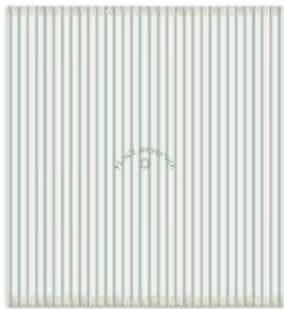
Light and trendy beach towel in 100% cotton, travel size.
Front: woven - back: light terrytowel, embroidered logo. 360 gr/m²

100x165 cm | 200x200 cm



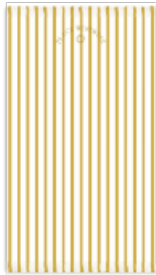
Eucalyptus 220

SKU: STJHOLI22006



Eucalyptus 220

SKU: STJHOLI22012



Gold 840

SKU: STJHOLI84006



Gold 840

SKU: STJHOLI84012



Lavender 230

SKU: STJHOLI23006



Lavender 230

SKU: STJHOLI23012



Tan 735

SKU: STJHOLI73506



Tan 735

SKU: STJHOLI73512

HOLIDAY

Beach bag

Light and trendy beach bag in 100% cotton.
Outside: woven - inside: cotton liner
Embroidered logo & inside pocket.

32x28 cm



Eucalyptus 220

SKU: BAGHOLI22012

Gold 840

SKU: BAGHOLI84012

Lavender 230

SKU: BAGHOLI23012

Tan 735

SKU: BAGHOLI73512





HOLIDAY

Mobile bag

Small & handy mobile bag in 100% cotton.
Outside: woven - inside: cotton liner
Long cord, fringes & embroidered logo

11x18 cm



Eucalyptus 220

SKU: ACCHOLI22013



Gold 840

SKU: ACCHOLI84013



Lavender 230

SKU: ACCHOLI23013



Tan 735

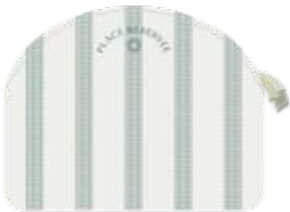
SKU: ACCHOLI73513



Toiletry bag

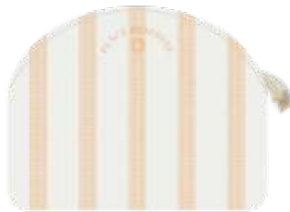
Travel toiletry bag in 100% cotton.
Outside: cotton - inside: PU waterproof lining.
Zipper closure.

28.5x23.5 cm.



Eucalyptus 220

SKU: TOIHOLI22003



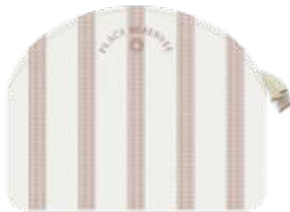
Gold 840

SKU: TOIHOLI84003



Lavender 230

SKU: TOIHOLI23003



Tan 735

SKU: TOIHOLI73503

HOLIDAY

Kimono

Lightweight beach kimono in 100% cotton.
Outside: woven - inside: light terrytowel
Hood, inside pockets & embroidered logo on the back

One size



Eucalyptus 220

SKU: BJKHOLI220TU



Gold 840

SKU: BJKHOLI840TU



Lavender 230

SKU: BJKHOLI230TU



Tan 735

SKU: BJKHOLI735TU

Beach dress

Light and handy beach dress in 100% cotton.
Front: woven - back: light terrytowel, two buttons & elastic band.

One size - length: 75cm



Eucalyptus 220

SKU: BDRHOLI22001



Gold 840

SKU: BDRHOLI84001



Lavender 230

SKU: BDRHOLI23001



Tan 735

SKU: BDRHOLI73501





CABANE

Beach towel

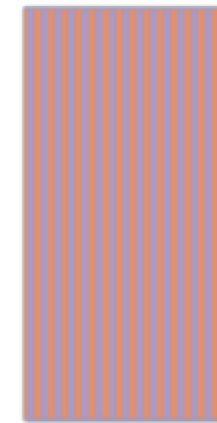
Luxury beach towel in 100% cotton, XL size.
Front: velvet - back: terrytowel, embroidered logo. 480 gr/m²

100x200 cm.



Peach/Lychee

SKU: STJCABA61403



Lavender/Peach

SKU: STJCABA22003



Eucalyptus/Atlantic

SKU: STJCABA30903



Atlantic/Mykonos

SKU: STJCABA31403



THE CLUB COLLECTION

Beach towel

Luxury beach towel in 100% cotton, XL size.
Front: velvet - back: terrytowel. 480 gr/m²

100x200 cm.



Ecru/Eucalyptus 221

SKU: STJCLUB22103



Eucalyptus 220

SKU: STJCLUB22003



Ecru/Marine 333

SKU: STJCLUB33303



Marine 332

SKU: STJCLUB33203

Sports towel

Luxury sports towel in 100% cotton.
Front: velvet - back: terrytowel.

50x80 cm.



RACQUET CLUB
Eucalyptus 220

SKU: HDOCLUB22012



RUNNING CLUB
Atlantic 309

SKU: HDOCLUB30912



GOLF CLUB
Marine 332

SKU: HDOCLUB33212



PILATES CLUB
Ecru/Tan 736

SKU: HDOCLUB73612







PLACE RESERVEE

SS 2026

Brand from

SUNSET BV
Steenhouwersvest 12
2000 Antwerpen
Belgium

info@placereservee.com
www.placereservee.com