

PLACE RESERVEE



LUXE BEACH ESSENTIALS

PLACE
RESERVEE

SS 2025



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LUXE BEACH ESSENTIALS

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

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



Lychee 515

SKU: STJPLAS51503



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



Lychee 515

SKU: KUSPLAS51521



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



Lychee 515

SKU: BAGPLAS51511

OUT OF STOCK



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.



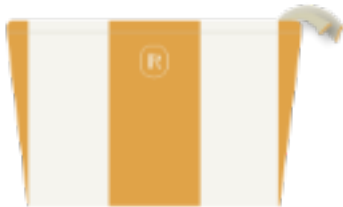
Atlantic 309

SKU: TOIPLAS30904



Mykonos Blue 314

SKU: TOIPLAS31404



Gold 840

SKU: TOIPLAS84004



Eucalyptus 220

SKU: TOIPLAS22004



Sand 770

SKU: TOIPLAS77004



Lavender 230

SKU: TOIPLAS23004



Lychee 515

SKU: TOIPLAS51504
OUT OF STOCK



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

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



Lychee 515

SKU: STJPLAS51510
OUT OF STOCK



Tan 735

SKU: STJPLAS73510



Peach 614

SKU: STJPLAS61410

UNI

Beach towel

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

100x200 cm.



Atlantic 309

SKU: STJUNIP30903



Eucalyptus 220

SKU: STJUNIP22003



Gold 840

SKU: STJUNIP84003
OUT OF STOCK



Lychee 515

SKU: STJUNIP51503

Beach pillow

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

30x40 cm.



Atlantic 309

SKU: KUSUNIP30921



Eucalyptus 220

SKU: KUSUNIP22021



Gold 840

SKU: KUSUNIP84021



Lychee 515

SKU: KUSUNIP51521







HOLIDAY

Beach towel & blanket

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

100x165 cm | 200x200 cm



Eucalyptus 220

SKU: STJHOLI22006



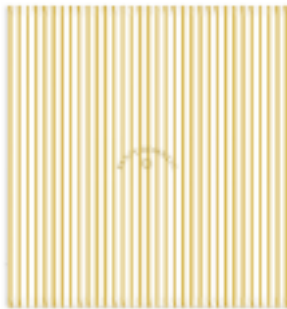
Eucalyptus 220

SKU: STJHOLI22012



Gold 840

SKU: STJHOLI84006



Gold 840

SKU: STJHOLI84012



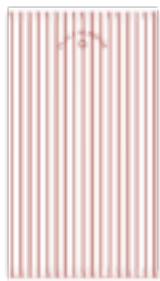
Lavender 230

SKU: STJHOLI23006



Lavender 230

SKU: STJHOLI23012



Tan 735

SKU: STJHOLI73506



Tan 735

SKU: STJHOLI73512

HOLIDAY

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 bag

Light and trendy beach bag in 100% cotton.
Front: woven - back: light terrytowel, embroidered logo.

32x28 cm



Eucalyptus 220

SKU: BAGHOLI22012



Gold 840

SKU: BAGHOLI84012



Lavender 230

SKU: BAGHOLI23012



Tan 735

SKU: BAGHOLI73512

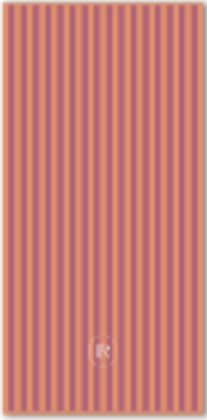


CABANE

BEACH TOWEL

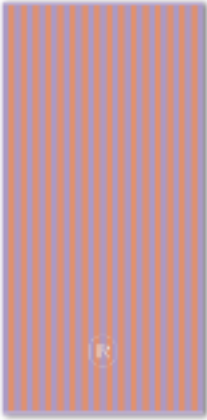
Luxury beach towel in 100% cotton, XL size.
Front & back: terrytowel, embroidered logo.

100x200 cm.



Peach/Lychee

SKU: STJCABA61403



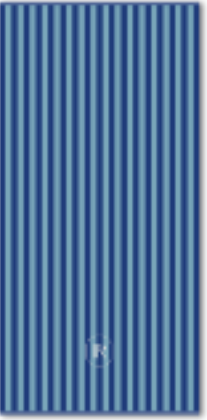
Lavender/Peach

SKU: STJCABA22003



Eucalyptus/Atlantic

SKU: STJCABA30903



Atlantic/Mykonos

SKU: STJCABA31403



PLACE RESERVEE

SS 2025

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