

L'ÉTOILE *des* BAUX

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An Art-Filled House in the Alpilles



Left: inside Iconic House's troglodyte room at L'Étoile des Baux, located in France's Alpilles mountains. Right: Josephine Fossey was responsible for interior design throughout the property. Mr. Tripper

By Lindsey Tramuta

For Iconic House, which they launched this summer, the tech entrepreneur Thibaud Elzière and his brother Robin Michel seek out what they deem to be exceptional properties and bring on designers to revamp their interiors with the idea of ultimately renting them out as weeklong escapes that come with all the amenities and services, from an on-site spa to curated local experiences, of a premium hotel. The first of these to have hit the market is L'Étoile des Baux, an 18th-century Provençal farmhouse built to the immediate side of a craggy rock in France's

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