

French Interior Designer Stéphanie Coutas on Creating a Timeless Provençal Home

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In the sun-drenched vineyards of Provence, **Stéphanie Coutas** transforms heritage and craftsmanship into timeless interiors that speak to both the past and present.

In the golden light of **Saint-Tropez**, where vineyards stretch endlessly and centuries of history linger in the stones, French architect and interior designer **Stéphanie Coutas** discovered a home that seemed to whisper its own story.



La Bastide des Vignes — an old farmhouse awaiting rebirth — became her canvas, a place where heritage and contemporary refinement intertwine. ***“What touched me immediately was the soul of the place — its history rooted in the vineyards, the quiet elegance of Provence, the authentic stones that had witnessed generations. I wanted to give this old farmhouse a second life, to preserve its heritage while weaving in my own language of contemporary refinement. The story I wished to tell was one of timeless conviviality: a family home where nature, art, and craftsmanship are celebrated in harmony.”***



Here, luxury is quiet, deliberate, and deeply felt. ***“Peaceful luxury is about restraint. It is a form of elegance that doesn’t need to shout — it is felt through proportions, materials, the flow of light, and above all, comfort. Traditional opulence often relies on accumulation and grandeur; for me, true luxury is measured in serenity, in the ability of a space to bring calm and beauty to those who live in it.”***



Every corner of the home is a dialogue between eras — bespoke creations from Stéphanie's own collections converse effortlessly with vintage treasures, each chosen as if it had always belonged. ***"I adore the dialogue between eras. A vintage find carries a patina, a story that enriches the narrative of the house. A bespoke design reflects the savoir-faire of my artisans and my own vision. When a piece belongs, there is no effort — it feels natural, as if it had always been meant for that corner, that wall, that light."***



Nature is not an accompaniment but a presence, woven seamlessly into the interiors. ***"I always try to blur the line between inside and outside. Materials like travertine or rope evoke the rawness of nature, while large openings frame the landscape as a living painting. In Provence, the scent of vines, the mistral, the warmth of stone — all of this must resonate indoors as well. It's about continuity, about creating a dialogue where the home breathes with its environment."***



Art and craftsmanship are the heartbeat of the project, elevating spaces into experiences that feel alive. ***"Art has its own rhythm. Some spaces ask for silence, others for a strong statement. I listen to the architecture, to the energy of the room, and I let intuition guide me. Sometimes it is a painting that sets the tone; sometimes it's a subtle embroidery that whispers beauty. For me, craftsmanship and art are inseparable from design — they are what make a home unique and soulful."***

The Mediterranean spirit permeates Stéphanie's Sun Experience outdoor collection, which flows naturally from the landscape of La Bastide des Vignes. ***"The Sun Experience was born from my love for the Mediterranean life — the joy of dining al fresco, of afternoons by the pool, of evenings under the stars. I wanted pieces that would be sculptural yet comfortable, poetic yet functional. When people live with this collection, I hope they feel enveloped by beauty, but also free — free to laugh, to gather, to dream."***



Textures guide memory and emotion within her interiors. ***"Textures awaken the senses. softness of cashmere, the roughness of rope, the coolness of marble — each touch creates a memory. When you run your hand along a wall or a table, you connect with the space on a deeper, almost subconscious level. This is how interiors move beyond decoration and become experiences."***



Stéphanie's philosophy — soulful, timeless, and crafted — extends beyond Provence to her upcoming design gallery in Al Wasl Street in Dubai, her first permanent space in the Middle East, and to her showcase at the Downtown Design fair in November. ***“At Downtown Design this year, I’m presenting a curated selection that reflects the core of my design approach — sculptural forms, rich textures, and refined craftsmanship. Visitors to Stand C5 will see the debut of a new sculptural sofa, alongside pieces from my outdoor collection, signature lighting, and artworks developed in collaboration with artisans. We’re also featuring a selection of invited artists, including painters and ceramicists. Their work is in dialogue with the furniture pieces, creating a layered and emotional experience that bridges collectible design and contemporary art.”***

Every home, every piece, every exhibition tells a story — a testament to Stéphanie's belief that design is not decoration, but sanctuary. ***“Every home should be a sanctuary. Beyond aesthetics, it must offer comfort, joy, and protection. A place where one can recharge, celebrate, and simply be. Home is where memories are made — it should embrace those who live in it with warmth and elegance.”***