



*And the story begins like this...*



In 1946, Prince Maximilian von Hohenlohe set off from Madrid in his coal-powered Rolls Royce Phantom, bound for Marbella to visit his cousin, Ricardo Soriano.

When he arrived, Ricardo was still out fishing. Max parked beneath the tall pines that stretched down to the beach, laid out a picnic, and let the hours pass in the calm of the place.

Later that afternoon Ricardo returned, finding his cousin at ease, enjoying the simple pleasure of shade, sea and silence.



The family grew attached to Marbella. Days turned into seasons, and friends and relatives joined them at the finca. The original 20 rooms quickly expanded into new suites and spaces, welcoming all who wished to share in the ease of Mediterranean life.



The mild climate inspired Alfonso to design a tropical garden, filled with plants from his travels. Clearings among the trees became the first parking areas, and little by little Santa Margarita evolved, until the Marbella Club Hotel opened in the spring of 1954.

From the very beginning, it had its own character—casual, lively, with the warmth of the south.



*"Did you know," Ricardo said, "that what I spend heating my castle in Madrid could buy me a house by the sea?"*

The thought stayed with Max. The following year, still remembering that afternoon by the pines, he asked his son, Prince Alfonso, to return and find a home by the sea. Alfonso soon discovered a pine-filled finca by the beach, Santa Margarita, which he acquired for a symbolic sum. And with that, the story of the Marbella Club quietly began.

*Different from Europe's grand hotels, it became known as barefoot luxury: a place where days flowed naturally and everyone found their own corner of the world.*

Over the years, the Marbella Club has embraced new ways of living while holding onto that spirit of barefoot luxury. Villas among the gardens, Mediterranean-style rooms and suites, and a focus on wellbeing reflect its gentle renewal—carried forward by the people who keep the story alive.

