

THE BOUTIQUE CHALET COMPANY

presents

# Chalet Joux Plane

Morzine | Sleeps 12




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# “Create a space I will be truly excited to stay in...”

That was the brief given to renowned architect, Herve Marullaz, after Chalet Joux Plane’s owner secured a large plot of mountain land that backed onto a stream and an alpine woodland.



From the moment you first arrive, Chalet Joux Plane ‘wows’ you with its contemporary architecture and cutting edge design. Constructed into its mountain top location, so it sits at one with its natural surroundings, and complete with a 23-metre indoor-outdoor swimming pool running the length of one end of the chalet, it has been dubbed World’s Best New Ski Chalet. And rightly so. One might assume that the owner set out with a clear design vision driven by an unabating drive to raise the architectural bar. In fact, his search for a mountain home started out as a tentative one, and a passing comment about an empty plot of land.

The starting point for Chalet Joux Plane was, in a way, a general sense of disappointment. My family and I had always enjoyed our annual ski holidays, both in Morzine and other resorts. We’d loved all aspects of the skiing but found our rented chalets were always a bit of a compromise. The chalets had at best ticked all the standard boxes, but in a very unexciting way. They had never added to the holiday. They were not a destination in their own right. The chalets themselves had never been the choice.

When we decided we wanted to buy our own chalet we found ourselves in the same situation. We found a few pre-existing chalets we quite liked but they were, at best, box tickers. Finally, an estate agent asked if we would be interested in buying some land and took us to a plot on the Joux Plane road. The initial plot was unimpressive. It was well located but quite small. I said in passing ‘get me the plot of land next door and we’ll be interested’. Well, they went away and did just that!

With the decision to build our own chalet we realised it was our chance to create a chalet that was, in its own right, a destination. Architecturally, Chalet Joux Plane is all down to the expertise and vision of our architect, Herve Marullaz. We knew we wanted the chalet to be modern and contemporary but it still needed to feel like a nice place to stay - luxury and comfort, cool and modern. Other than that we were quite open-minded. We just said to him, “Build us a chalet we will be excited to stay in”. With this brief in mind, Herve looked at the land and his eyes lit up. He realised he was, to a point, being given free reign to create as he saw fit and he just ran with it because the big plot allowed for that.

He came up with incredible features, like the indoor-outdoor swimming pool, which extends the entire end of the chalet and allows you to swim in and out; the glass atrium that dissects the middle of the chalet creating incredible light throughout; the windows and terraces that allow you to feel like you are truly living with the mountains. In short, he knew what, and how, to build on this space.

I have a lot of favourite features and spaces in the chalet. One end of the house is almost entirely made of glass and you can see straight down the valley. That is where the main living area is, with the mezzanine dining area, the bar, the snug library, the ‘party zone’. It’s such a big space, with big balconies for evening drinks. It’s just space, and views, comfortable sofas, open fire, all created to let you truly experience the mountain.

The pool is also a big thing for me. Initially I was not sure how we could combine a pool with the land and the chalet, but Herve came back with an indoor-outdoor design. I have never seen anything like that before. The pool runs along one side of the chalet, enjoying incredible views down the valley.

Either end of the swimming pool is outside, the main section inside, allowing you to swim from one side of the chalet to the other, or if you prefer, just swim indoors. I also love that we have a gym (my wife loves the spa!). The cinema is great. But for me, personally, I’m excited about all our outside spaces – the pool, the deck, the flow of these, allowing us to really enjoying being in the mountains.

Chalet Joux Plane is in such a great location. It’s close to Morzine town but still very quiet and unspoiled. On one side of the chalet you can hear the stream and the woods. It’s really peaceful. The road often forms part of the famous Tour de France route and is a very famous, champion-beating descent. As a keen cyclist, this was appealing. In winter you can essentially ski in from the Morzine side if you do a little bit of off-piste. Town is a few minutes drive or relaxed walk so you can access everything very easily. Although we find it hard to drag ourselves out of the chalet!



# At One With The Mountain

The outdoor spaces were of paramount importance to the owner when Chalet Joux Plane was being designed. He wanted to be able to enjoy being in and at one with the mountains at all times. The chalet structure is quite literally built into its mountain location; every bedroom and living space opens out onto private terraces; a large deck with swimming pool and hot tub nestles into the mountain, backing onto an alpine forest and stream. Inside, the enormous living space has one side entirely glazed and opens out onto a deep balcony overlooking the valley. The building itself is dissected by a glass atrium and there are sections of glass flooring ensuring the chalet is filled, in every area, in every space, with natural light. Chalet Joux Plane allows guests a rare moment, to live in, and exist with, the mountain.



# Swimming Pool & Spa

One of the most exciting features of Chalet Joux Plane is the 23 metre indoor-outdoor swimming pool that passes right through the building itself. Located at the glazed far end of the chalet, offering breathtaking views across the mountains, the pool allows guests to swim both inside and out, creating the 'in-out' living experience envisioned by the architect. You can keep the pool closed and enjoy a traditional indoor swim jet experience or open it up and swim from inside to out – enjoying the chalet and the mountains all at once. Outside on the decked terrace there is also a sunken hot tub nestled on the edge of the grounds close to an alpine forest and mountain stream. Extreme luxury feels like the correct phrase to describe this swim-spa experience – you can relax and you can indulge while truly being in the mountains at all times.



# Sleep

Chalet Joux Plane's bedrooms were made to delight. Hanging seats and free-standing bathtubs are all carefully positioned for perfect mountain views. Every bedroom opens out onto its own terrace so you can continue to experience the mountain when luxuriating in your private suite. The bathrooms enjoy ceiling rain showers, diffused lighting, and unique features such as slatted doors to allow natural light into the space, or huge 1.5m<sup>2</sup> black stone tiles chosen for their delicate rusty hues making the shower feel deliciously warm, intimate, almost protective in its design. The chalet also offers ample sleep options, whatever the makeup of your group. Choose between the master suite, a family suite (which includes a separate 4-bed bunk room) and three further double bedrooms all with super-king size beds and some with the option to set up the rooms as twins.







VIRTUAL TOUR

# The Living Space

The living space in Joux Plane is like no other, a space built without constraint. The lounge area is expansive and the heart of the chalet. Lavish in size it has been intelligently designed to offer guests a variety of individual experiences. Above, you can dine on the floating mezzanine where 'dining at altitude' takes on new meaning. Below, the main living space has deliciously comfy sofas (in signature grey, with concrete coffee tables) and a central fireplace, where you can relax in front of a roaring open fire. For quiet times retreat to the library snug area and take a beat under Bocci lighting in your Tom Dixon armchair. The far end of the living space is entirely glazed with a raised mezzanine that overlooks the mountains where you can enjoy a signature cocktail while taking in the magnificent views. Perhaps pause for a moment on one of the swing seats, or relax on the large balcony and watch the sun set. This is a space for coming together but at the same time to enjoy your own space. You are in the chalet, but you are never away from the mountain.



# Unspoken Luxuries

If you are looking for a James Bond chalet, then Chalet Joux Plane is for you. The specification list is, of course, almost endless, but it is what's not said that speaks volumes. Like that feeling when you walk down the 15m tunnel that runs directly from the private double garage into the heart of the chalet; or the carefully designed boot room with pillar-box windows allowing you a glimpse of the mountains at all times. Then there's the thoughtfully curated collection of art that you pass as you wander into the games room where you can play bar billiards or enjoy a quick game of pool; a cinema awaits for post-piste film nights or that mid-week afternoon off the slopes.

On Level 1 you'll find your own private gym where you can keep up with your regular routine or enjoy yoga or post-skiing stretching. A private Bamford Spa with Bamford-trained therapists offer organic and botanical massages and treatments. Then there's the enormous and award-worthy living space and an indoor-outdoor swimming pool where you can swim in the chalet or amongst mountain peaks. Chalet Joux Plane has been created to offer contemporary cutting edge design but with a sense of whimsy. It is both an experience and a destination.



## THE DESIGNER'S EYE

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How would you go about creating a world class luxury chalet? First, you would need the perfect location. Then, you would need a visionary architect. Lastly, you would need an interior designer, although lastly does not imply they are an afterthought. A world class interior designer needs the ability to truly see a space. They need to make interior design choices that come to define, not only a space, but every single space within a chalet. They need to be able to do all this effortlessly and with a level of invisibility that makes you accept that a space was always meant to be that way. This task fell to Kyles, of Shep & Kyles, a talented and intuitive interior designer based in the French Alps. Here we get an insight into the interior designer's mind, the creation of greatness and the birth of Chalet Joux Plane.



# Initial Thoughts

Joux Plane is the James Bond chalet. It is the kind of space where Daniel Craig would look completely at home. It is expansive. It is ultra-contemporary. But it still needed to be a space for people to luxuriate. The owner was open minded but there were a few keys features that would determine the direction we would take. For example, the owner doesn't like shiny finishes, so everything in the chalet is completely matt. Take a look around you now, wherever you read this, and you will notice how many things are created to 'shine'. Every item brought into Joux Plane was carefully considered, hand picked, and matt.



# The Palette

For Chalet Joux Plane, a very neutral palette was chosen and a very minimal palate was chosen. There are lots of greys used in the space, which work well with the mountain light. We have used glass, greys, old wood, off-black – colours and materials chosen to bring out the natural hues of the wood. The chosen materials and colours are then reused throughout the chalet to create continuity and fluidity.

# Design Choices: The Wood

The wood in the chalet is bespoke and every piece of it follows the architecture of the property. A linear theme runs throughout the chalet, and the placement of every single piece of wood has been carefully planned and placed. The wood always runs along the length of the chalet, with dissecting/dividing panels of wood framing certain sections. Dissecting pieces of wood always run floor-to-ceiling, continuing across the ceiling to the opposite wall, then back down the opposite wall. Continuity, consistency, fluidity.



# Environmental Factors: Mountain Light

Mountain light is very different. In fact, light waves are very specific to all geographic locations and environments. In a city like Miami, there are brightly coloured buildings that 'pop' out at you. If you used that colour palette in London it would become diffused. The colours would interact differently with the London light and the colours would no longer work. Another example is the gorgeous lavender shutters you might see somewhere like Provence. They are synonymous with that region. But if you tried to recreate that in the mountains, the mountain light would make those lavender shutters look grey. What we are talking about is light temperature. We are talking about Kelvins. But most importantly we are talking about using colour palettes that work in your geographical location. So this has to be a factor in our design choices.

# Design Choices: Swing Seats and Bubble Chairs

In various spaces throughout the chalet guests can enjoy both swing seats and bubble chairs. Both allow guests to sit and enjoy this incredible space. But they also add a feeling of whimsy to a Bond style chalet that is contemporary and slick. They soften the environment with their whimsical playfulness in a space that could otherwise lean towards the austere. They are the perfect counterbalance to the contemporary that could not be achieved through the use of pattern, fabric and colour – those choices would have compromised the larger design choices of the chalet and would create confused and ill-fitting additions. Simplicity, fluidity and whimsy.



# Chalet Joux Plane

SURFACE AREA	680m <sup>2</sup>
GROUNDS	Grounds of over 2000m <sup>2</sup> with private driveway and ample parking for 4 vehicles, plus a double garage. All bedrooms lead onto a decked terrace, lawned areas surround the property with a wood to one aspect. BBQ, dining and lounge seating, all with stunning views across the village towards Avoriaz
BEDROOMS	6 en suite bedrooms, including the family suite and bunk room which can be adjoining or separate, 2 rooms can be configured as either twin or Super King beds. All rooms open onto terraces
NORMAL CAPACITY	14 guests
SPA & WELLNESS	Indoor/outdoor heated 23-metre swimming pool 6 person hot tub Steam room Hydrotherapy shower and relaxation area Spa treatment room
GYM	Gymnasium with a range of cardio, strength and flexibility training equipment
GALLERY	15-metre gallery leading to the boot room featuring artwork by local artists
BAR	Bar and lounge with pool and bar billiards tables, flat screen TV and a wall of wine!
CHILDREN'S GAMES ROOM	Featuring a flat screen TV, fozzeball table and comfortable seating
CINEMA ROOM	Large HD projection screen, surround sound and games consoles
AUDIO-VISUAL	Sonos music streaming and WiFi throughout the property
EXTRAS	Large boot room with heated boot dryers Children's toys, sledges, games and books
KITCHEN	Open kitchen on ground floor, plus service kitchen next to dining area
TIME TO SKIING	2 mins drive to Pleney (Morzine-Les Gets), 7 mins to Prodains (Avoriaz)
TIME TO RESORT CENTRE	20 mins walk or 2 mins drive
NEAREST AIRPORT	Geneva
TRANSFER TIME	1hr 20mins



# Level 1

## Grounds & Exterior

- Private driveway leading to double garage and off-street parking for 4 vehicles (G)

## Interior

- Entrance Hall with hanging swing seat
- Walkway to floating mezzanine dining area
- Floating mezzanine dining area with fireplace and breathtaking views across the valley (D)
- Steps down to Level 0





# Level 0

*Interior*

- Boot room with shower and bathroom facilities (BR)
- 15 metre underground gallery leading from boot room directly into the chalet
- Bar with bar billiards and pool tables (B)
- Enormous open plan living area with central fireplace, lounge area, library and snug areas, all leading onto private terraces (L)
- Glass atrium dissecting the chalet from floor to ceiling
- Separate raised library and bar mezzanine at the front of the building, glazed top-to-bottom, to offer stunning views across Morzine (M)
- Large balcony
- Kitchen and breakfast area with French doors leading out onto the private terrace (K)
- Childrens playroom (P)



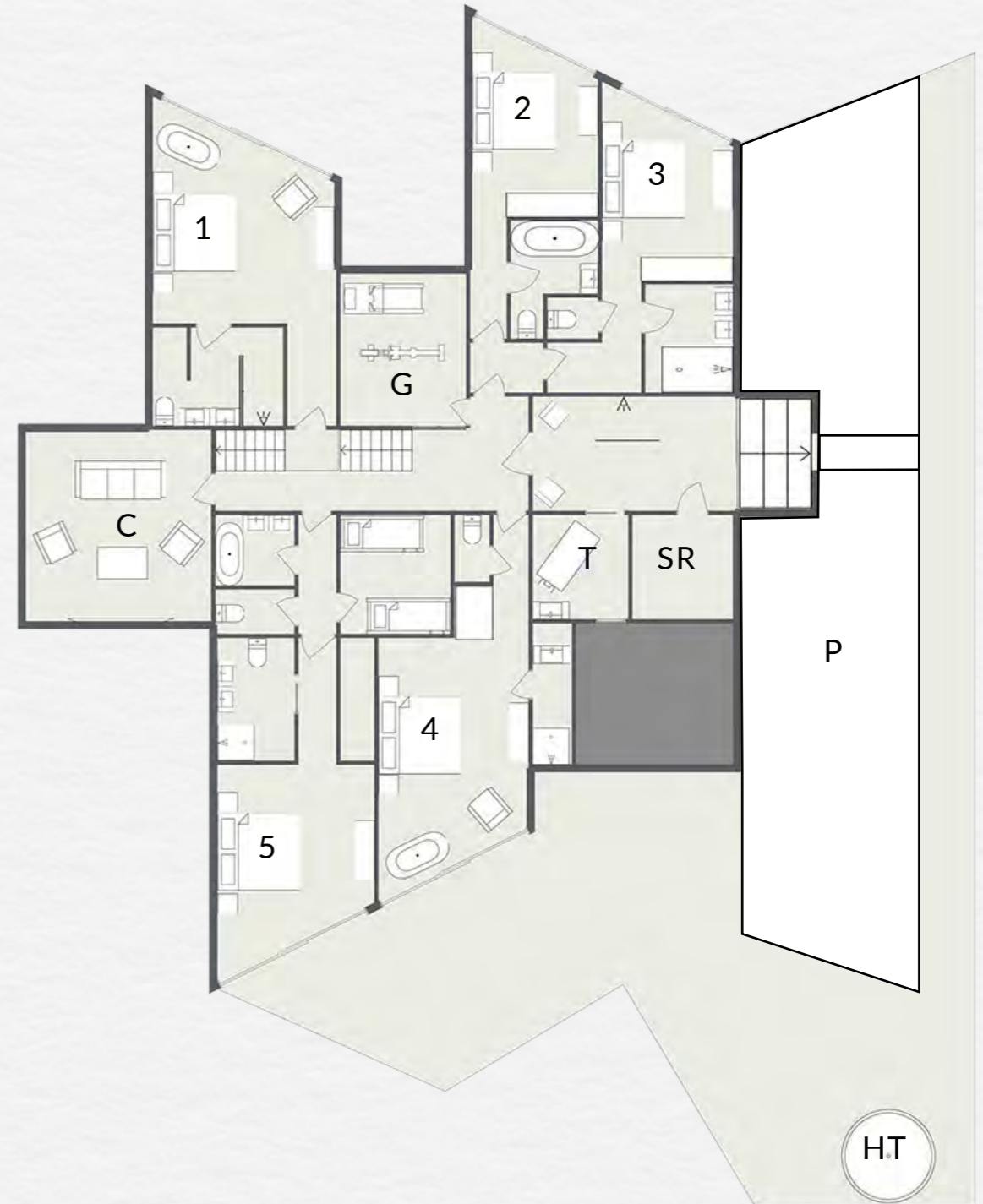
# Level -1

## Grounds & Exterior

- Terraces from each bedroom
- Indoor/outdoor swimming pool (P) and sunken hot tub (HT)

## Interior

- Master Bedroom Suite. Super-king bed with freestanding bath and en suite shower room, opening out onto decked terrace
- Bedroom 2. Super-king with freestanding bath and en suite shower room, opening out onto decked terrace
- Bedroom 3. Family room with Super-king bed, opening out onto decked terrace with separate kids bunk room for 4
- Bedroom 4. Super-king/twin with freestanding bath, opening out onto decked terrace
- Bedroom 5. Super-king/twin with en suite shower room, opening out onto decked terrace
- Private gym (G)
- Spa & Wellness including spa treatment room (T) and steam room (SR)
- Cinema Room (C)
- 23-metre indoor/outdoor swimming pool (P)



# The Boutique Experience

As part of our Exclusive Collection, Chalet Joux Plane sits amongst some of the finest properties found anywhere in the Alps. To complement the exceptional quality of accommodation you can expect to be looked after by our most experienced professionals who have previously worked in private households, exclusive hotels and Michelin-starred restaurants.

Champagne corks pop on your arrival, with a Ruinart Champagne welcome reception and an introduction to your chalet team who include a Chalet Manager, Assistant Manager, Professional Chef, Driver and Housekeeping Team. Following a tour of the fabulous chalet facilities there will be plenty of time to relax and settle into your room. Sumptuous beds, Egyptian cotton linen and indulgent organic and botanical bathroom products from Bamford are our standard.

When you emerge, rejuvenated, from your room and head for the dining table, our luxurious catered package is one of the most innovative in the industry. Guests can enjoy our signature dining concepts such as Kaiseki – our Japanese multi-course dining experience – and our critically acclaimed Breakfast Club—the finest way to start any day. Drinks are available from our Four Bottles Bar featuring fine wines, craft beers, select gins and spirits and our own cocktail menu.

Each day your driver is available from dawn to dusk to whisk you to and from the ski slopes or the village centre, so there is never a need to walk in ski boots. Our après ski chauffeur service means your comfortable shoes can even be brought to the bottom of the slopes for you!



A woman with dark hair pulled back is lying on her stomach on a massage table. Her eyes are closed, and she has a serene expression. A therapist's hands are visible, gently massaging her back. The background is softly blurred, showing a bright, airy spa environment.

# bamford

Our partnership with Bamford is one born out of shared values and beliefs. It's a collaboration that we are very proud of.

Bamford is about the simple pleasure of quality. Since 2006, this philosophy has created the purest body care and spa range using only organic and botanical ingredients. Bamford are committed to making truly natural products using the best artisans from around the world. Bamford is authentic luxury—serene, timeless and pure.

Bamford's organic and botanical facials and body massage treatments are individually crafted and deliver a truly relaxing experience in order to unwind after a day in the mountains.

You can find the full range of treatments in our [Bamford Treatment Menu](#). Call our concierge team on +44 (0)20 3588 6002 to book an in-chalet treatment from one of our Bamford-trained therapists.

# Welcome To Morzine



Morzine. The heart of the Portes du Soleil. A beautiful village where skiing has been part of winter life since the lifts first opened in 1934. Whilst traditionally it may not have been a destination for those seeking the finest the luxury ski world can offer, things are changing fast. The village has always been as picturesque as the ski area is diverse, and over the last five years a wave of young independent creatives from across Europe have set up new restaurants, bars and boutiques that wouldn't look out of place in any major city in the world. This is quite simply a resort on the move.

The Morzine ski experience is limitless and should not be underestimated. In part because it forms part of the Portes du Soleil, spanning two countries and 12 different interconnected ski resorts, which is a great deal to ski on any one week ski holiday. But also because each skiing district has its own secret offerings, whether it be quiet slopes during peak weeks for relaxed family skiing or hidden locations that offer powder runs days after the rest of the resort has been tracked.

It is easy to forget in the midst of a ski holiday that there are other equally exciting things to experience. In reality, such is the plethora of non-ski activities, they warrant an action-packed week's holiday of their own. Morzine village offers a wealth of such experiences that happen well away from the slopes. From snowshoeing to hidden restaurants away from the crowds to parapenting with or without skis, there is so much to do here...

If you already know Morzine in the winter then it will be yours to rediscover in the summer and your love affair may even fall for the warmer season as summer opens up, not just the mountain, but the entire region. The natural beauty is astounding, as are the gifts the mountain gives you in the form of waves of colourful flowers to marvel at, cool freshwater lakes to swim in and weather to warm your soul.

When you're not out exploring the vast playground that is the Portes du Soleil we know that being back home at Chalet Joux Plane certainly won't disappoint.

# The Ski Area

The unique selling point of the Portes du Soleil is the on-snow experience. Pistes of every orientation from high altitude powder bowls to beautiful winding tree-lined runs into the picture postcard villages. Not to mention the limitless off-piste. There's something for every ability from those learning for the very first time, through to the seasoned skier looking for the ultimate challenge. No two days are the same here. In fact, no two weeks are!

## THE DISTRICTS:

- Morzine-Pleney
- Morzine-Les Gets
- Nyon
- Super Morzine
- Avoriaz
- The Swiss Resorts & the Portes du Soleil
- The Stash for freestyle



We founded The Boutique Chalet Company in 2011 with a clear vision to redefine mountain luxury and deliver a contemporary version of the traditional luxury chalet holiday. Today that vision is stronger than ever. It's all that is good about our industry's history, seamlessly blended with inspiration from exotic destinations and major cities around the world today.

We are often asked where it all started and our answer usually surprises people. They expect to hear of a long time love affair with the snow and skiing, but for us it's all about the properties and the service. We love the mountains for sure, but none of us are die hard skiers and that's a good thing. Our real passion lies in the amazing, world-class properties which we not only operate but are privileged to have helped design and build, alongside all aspects of food and drink. Nowadays it's that last bit, exceptional, innovative and unique dining and drinks experiences, that we think really sets us apart from our competitors.

Our journey started with the development of a luxury ski chalet. The property was completely redeveloped in two phases spanning several years in total and is virtually unrecognisable now to where it started. Since then we have further strengthened our collaborations with leading architects such as Marullaz and blank interior designers Shep & Kyles with whom we have worked on Sapphire. With one of our properties winning Best New Ski Chalet at the 2016 World Ski Awards, two more receiving nominations in 2017 and another shortlisted for an

International Design & Architecture Award in 2018, it is clear that truly spectacular properties are our bread and butter.

What drives us every day is a passion to be creative and innovative in all that we do and particularly our food and drink. We genuinely aim to take the best elements of service and hospitality that we experience and incorporate those into our own style, to deliver what we believe is the most innovative ski chalet experience out there.

As individuals, we live for those magical moments, the memories that inspire you and fill you with that warm glow of knowing... where you prepare yourself with the sentiment that "this is going to be good." For example, we will never forget ordering a beer at the NoMad hotel in New York City, and being handed a menu with such an extensive array of craft beers—literally hundreds—from around the world.

More recently we were blown away by the cocktails at The Cocktail Trading Co. in Shoreditch, London. We've been to many great cocktail bars over the years, but these took it to another level. It's



experiences like these that fuel our own products; so in this area we have the Four Bottles Bar which showcases our wines, craft beers, gins and our very own BC Signature cocktail.

When it comes to food our travels and experiences are equally important. We only employ experienced professional chefs in our kitchens and whilst we encourage them to engage with their guests to deliver a personalised dining experience, we have also developed a range of signature dining concepts, which mean their guests enjoy truly special and unique experiences every time they dine. All our chefs are trained in these menus, adding to their own experience to create something truly special.

Kaiseki—our fine dining Japanese tasting menu—is the perfect example. Curated from the ground up for service in our chalets, this isn't simply a good chef turning their hand to a new cuisine. This is your own Japanese Fusion Restaurant in the comfort of your chalet.

Kaiseki was so successful that we wanted to take the 'restaurant experiences' concept further. In fact

you could argue it started with The Breakfast Club, a menu that is a far cry from just bacon and eggs. It showcases a range of signature daily dishes designed by our head chef, Nick Lyon-Dean, and inspired by Brunch Classics—perfect to set you up for a day on the slopes, without weighing you down!

Fantastic spa facilities feature throughout our portfolio, so working with the right spa partner was essential. Enter Bamford. Our partnership runs beyond simply using their luxurious botanic and organic products throughout our properties.



We also offer their massage and beauty treatments in our chalets' very own Bamford Spas. Our therapists train alongside theirs at The Haybarn Spa in the Cotswolds, a statement that only a select few five star hotels can make.

Tying together these elements is of course our service. We'd like to think of it as modern, professional but also relaxed in style. Even small details set the tone here, such as our uniforms which take their inspiration from the bold and ambitious Manchester House restaurant. We want you to feel perfectly at home in your chalet—our team are there when you need them, but not when you don't—and we try not to do things for the sake of it... tricks aren't required to make our holidays special.

We would say that simple quality is the goal we strive for, but as with all things simple, it's the detail that counts. The refinement of this detail year on year is the reason our food and drinks experiences are

considered the best in the industry! World-class properties, curated dining experiences, exceptional levels of service with fine attention to detail and a personal touch throughout. Offering a five-star luxury hotel experience in a private mountain residence.

This is our story.

This is Mountain Luxury Redefined.

So would you like to join us?



**The faces behind our story**  
(clockwise from top left)

- Chris Hamblin, Managing Director
- Sarah Hamblin, Sales & Marketing Director
- Nick Lyon-Dean, Head Chef
- Lucy Ford, Travel Experience Manager
- Paul Farley, Sales Manager
- Alex Spooner, Operations Manager





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