

THE BOUTIQUE CHALET COMPANY

presents

Chalet M

Morzine | Sleeps 12



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“Chalet M is a **glamorous property**... spa enthusiasts will enjoy the outdoor hot tub, indoor sauna and massage suite.”

Tatler (HK)
2014

THE STORY

“I will spend the rest of my life looking at your chalet, so I am highly invested in creating something beautiful.”



It's the last turn. The end of the road. There is no higher location. It is here you will find Chalet M, the chalet that truly can claim to be king of its own mountain. But what started out as a box ticking property purchase ended up being a truly inspirational chalet with a location that was impossible to replicate.

It was the perfect day. The French Alps in May. 27 degrees. Sunshine. Simpsons-type clouds dotted in the sky. I had just flown in from Hong Kong. My wife from Paris. We were driven up the Super Morzine side of Morzine to a plot of land. It was the end of the road. Literally. A mountain stream running through the far end of the plot, the noise of jumping, springing, fresh mountain water in our ears, the sun on our faces, that view. We turned to see the whole of Morzine and beyond. We could have sat there all day. Making the decision to buy had never felt easier.

We had been looking for a ski chalet for a while. Not too long. Not too fiercely. There was no sense of struggle, no missed opportunities or bidding wars on rare-to-the-market luxury properties. We

had perused in a fairly relaxed way. But we had been looking at actual chalets — we'd seen finished buildings. We'd gone on property viewings where we could step inside the building and enjoy a cup of tea while the current owners talked endearingly about their home like a much-loved member of their family. But Chalet M was different. Because Chalet M, at the time, didn't exist.

Buying a plot of land had never really been on our radar. Building a chalet, from ground up, picking every detail of the interior, deciding upon room size, layout, aspect — it seemed like a huge undertaking. We'd never had a particular longing to build our own home. Luckily for us, our potential new neighbour, did. He was a renowned and well-respected French chalet builder. He was also the current owner of our plot of land and had already put in a planning application for Chalet M. Building our own home suddenly felt a lot easier. The deciding factor for us was his reassurance that, as our neighbour, he was going to spend the rest of his life staring directly at our chalet so he was, therefore, highly invested in creating something beautiful!

From breaking ground (Sept 2012) to completion (Sept 2013) took a year. We worked mostly with the plans created by our builder/neighbour. But there were a few exceptions.

On the ground floor we changed two large storage areas into a sauna, and a massage/treatment room, which is now used as part of the Bamford Spa experience. We also decided against having an elevator in the chalet instead creating a wine cellar.

On the first floor we wanted the lounge/dining/kitchen area to be entirely open plan. There had been partitioning on the original plans but my wife and I always felt the space needed to be open and that we needed large windows to profit from the incredible sunlight and mountain views. As a result we decided on four large floor to ceiling windows rather than the smaller windows that had been on the original plans. Open plan and fully-glazed meant we could fully embrace our mountain location and views. Other than that, we kept the footprint of the chalet exactly as it had been proposed as all the spaces in the chalet felt spacious. The bedrooms were really

large in comparison to any bedroom we have ever stayed in on previous ski holidays. The terrace was perfectly positioned. We had those perfect views!

For the interior we had perhaps a more modern vision than our builder, who had previously been commissioned to create quite rustic and traditional alpine homes. We wanted modernism and luxury within the wooden structure. So we chose a fireplace and kitchen to reflect this. We didn't want wood throughout the entire chalet so had many of the walls plastered to create a clean modern feel.

We also wanted to infuse a sense of our Asian life in the chalet so picked art, furniture and antiques that gave a sense of who we are. Away from Hong Kong this is our home until we eventually move back to Europe. Three particular pieces spring to mind that our guests frequently comment on — The Climbing Men from Chatuchak Market in Bangkok, the wooden stools carved from mango trees from Indonesia and The Chinese Opera Drum from Beijing.



“The furnishings, décor, art and artefacts show
discerning taste...”

The Telegraph
November 2017

VIRTUAL TOUR

King of the mountain. That's what you are. Sat on the sunny side of the town with spectacular panoramic views of Morzine including the slopes of Pleney and the peak of Nyon, Chalet M offers a rare opportunity to experience the Alps on high. At over 300m² with 5 exceptionally spacious en suite bedrooms comfortably sleeping 12 people, Chalet M is a perfect mountain home. Just a few minutes from the ski lifts of the Portes du Soleil and less than a kilometre from the town centre of Morzine, Chalet M is central yet remote, accessible yet exclusive.

The Living Space

Consciously created to offer guests incredible panoramic mountains views, the living areas in Chalet M are truly hard to beat. Relax on sumptuous sofas in the double height living area. Warm yourself in front of the wood burning fire. Sit back on one of the leather armchairs and watch the sunset behind mountain peaks, the crisp white pistes beckoning you from across the valley. Take a seat at the bespoke walnut dining table, handmade by local craftsmen, and get ready to enjoy one of The Boutique Chalet Company's carefully curated dining experiences. Everything at Chalet M has been considered, from the Tom Dixon lighting to the the hand-picked art from around the world. It is a space to be enjoyed; intimate yet open.



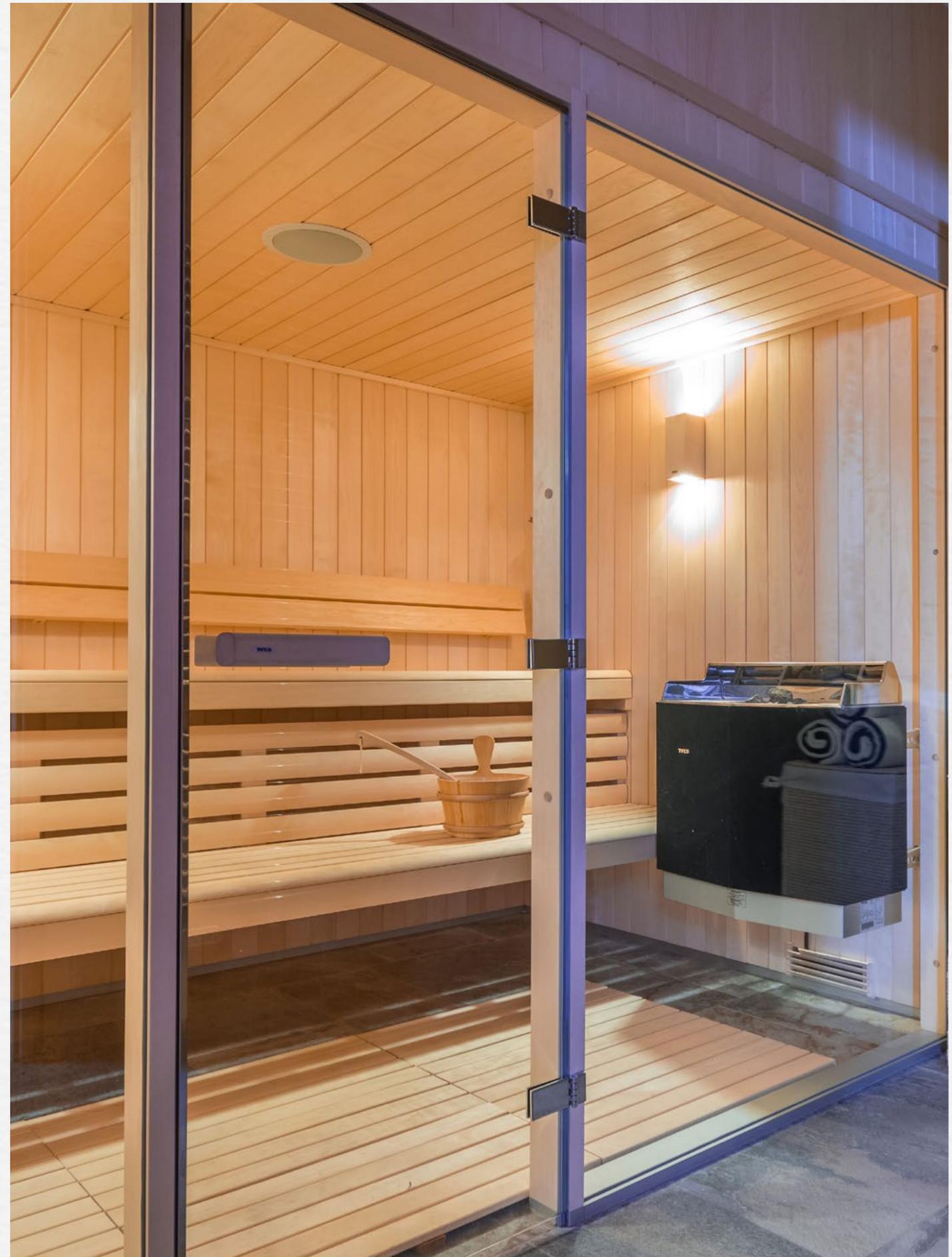
Down Time

Time spent off-mountain is as important as time spent on-piste, and Chalet M delivers. Curl up in front of a movie in the award-winning private cinema with surround sound and individual chaise-longues – it offers a truly luxury experience. Delve into Chalet M's collection of books and board games if you prefer off-screen, off-piste fun for your family. Spend a moment in your wine cellar, picking the perfect accompaniment to your BC dining experience. Decide your own personal soundtrack to your holiday using the chalet's multi-zone Sonos audio system, allowing you to stream music from your own devices and set your perfect musical scene. Chalet M is about the off-mountain experience as well as the on-mountain highs.



The Spa Experience

Whether you need to soothe aching ski muscles or you just want to indulge in some luxurious spa treatments, the in-chalet Bamford Spa offers a different level of relaxation. Begin in the glass-fronted sauna where you can let those ski muscles slowly unwind. The hydrotherapy shower will wash away your ski day ready for you to step next door into your Bamford treatment room where Bamford-trained therapists can offer you a selection of massages and treatments using their organic and botanical products. Outside your sunken hot tub awaits with panoramic views of the mountains. Unwind in the bubbles, a glass of champagne in hand, and press reset, because now you are ready for your next day on the slopes.



The Terrace

Begin and end your days here. The terrace at Chalet M offers you the perfect mountain suntrap. Accessed directly from the living space, walk from your open-plan living area to your landscaped deck where your sunken hot tub awaits, offering uninterrupted mountain views. Spend peaceful evenings warming yourself in front of the rustic fire pit under breathtakingly starry nights. This is the end of the road. This is mountain high. This is Chalet M. Your only job here is to relax. You are king of the mountain yet somehow, perfectly at home.



The Bedrooms

The bedroom sizes in Chalet M were one of the reasons the owners were so taken with the chalet. All larger than any of the bedrooms they had previously stayed in on ski holidays, the spacious rooms are truly luxurious. With huge, soft beds, balconies, armchairs and Italian showers, they are the perfect space to retreat to after a day and evening spent with family and friends. The master bedroom suite enjoys a private balcony, a separate dressing room, a large bathroom with Italian shower, huge bathtub and double basins.

The room configurations will suit most groups, with five en suite bedrooms – two with twin or super king size beds, two with fixed king size doubles and a bunk room featuring four full size beds. Most rooms are also suitable for an additional bed or cot.





VIRTUAL TOUR

The Climbing Men

“The walls in Chalet M felt like a huge space to fill and it was a daunting task. But as soon as we saw The Climbing Men we knew they would be perfect. The Climbing Men are the men that climb up the double-height wall in the lounge area. We originally saw the installation in a friend’s house in Ko Samui and knew it would be perfect. We travelled to Bangkok to go to Chatuchak Market to buy it. Made from a black metal, it’s impossible to ignore, but somehow also entirely fitting for Chalet M. We then commissioned an artist in Morzine to work with the climbing men on an incredible installation on the highest wall in the living room. The men are climbing up the boards she created and hung, scaling a mountain as it were. It fits so perfectly it’s hard to remember it is an amalgamation of two separate pieces of art and perfectly combines our two geographical lives.”

CHALET M

Fact Sheet

SURFACE AREA	300m ²
GROUNDS	Private driveway and ample parking for 2 vehicles, plus a double garage. 4 of the 5 bedrooms have balconies — the master suite enjoys unparalleled views across the valley to the slopes opposite
BEDROOMS	5 spacious en suite bedrooms, including a bunk room with 4 full-size bunk beds and 2 trundle beds
NORMAL CAPACITY	12 guests
SPA & WELLNESS	6 person hot tub Sauna Hydrotherapy shower Spa treatment room
CINEMA ROOM	Large HD screen with surround sound and games consoles
AUDIO-VISUAL	Multi-zone Sonos music streaming and WiFi
EXTRAS	Large boot room with heated boot dryers Books and board games
TIME TO SKIING	5 mins drive to Pleney (Morzine-Les Gets) or Prodains (Avoriaz)
TIME TO RESORT CENTRE	20 mins walk or 5 mins drive
NEAREST AIRPORT	Geneva
TRANSFER TIME	1hr 20mins



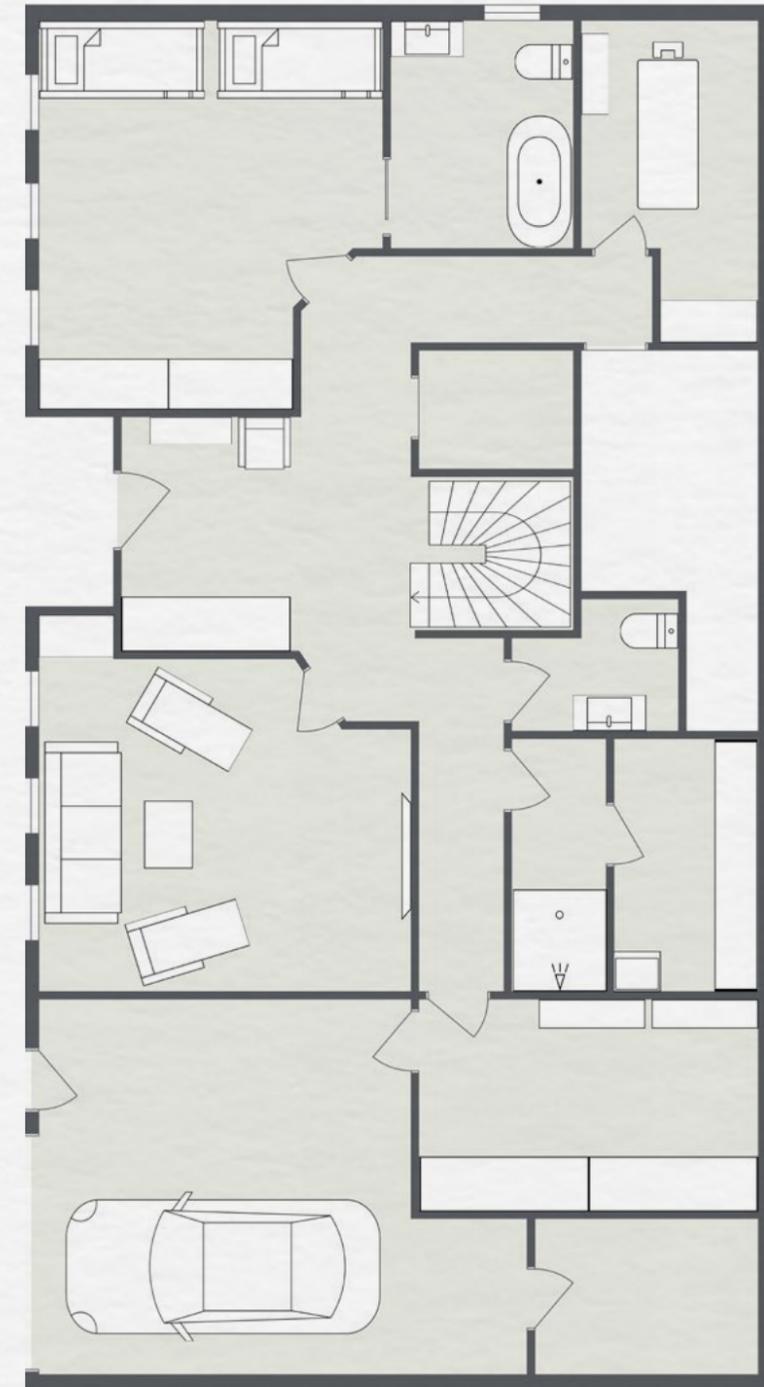
“Attentive staff make sure that every moment off
the pistes is **quietly luxurious.**”

Harrods Travel Magazine
July 2015

FLOOR PLANS

Lower Ground

- Entrance hall with glass-fronted wine cellar
- Boot room with heated racks and ski storage
- Bedroom 5 – 4 full-size bunk beds, 2 trundle beds, en suite with shower over bath
- Cinema room with sofas, chaises and large HD screen
- Spa room with sauna and hydrotherapy shower
- Treatment room with massage couch



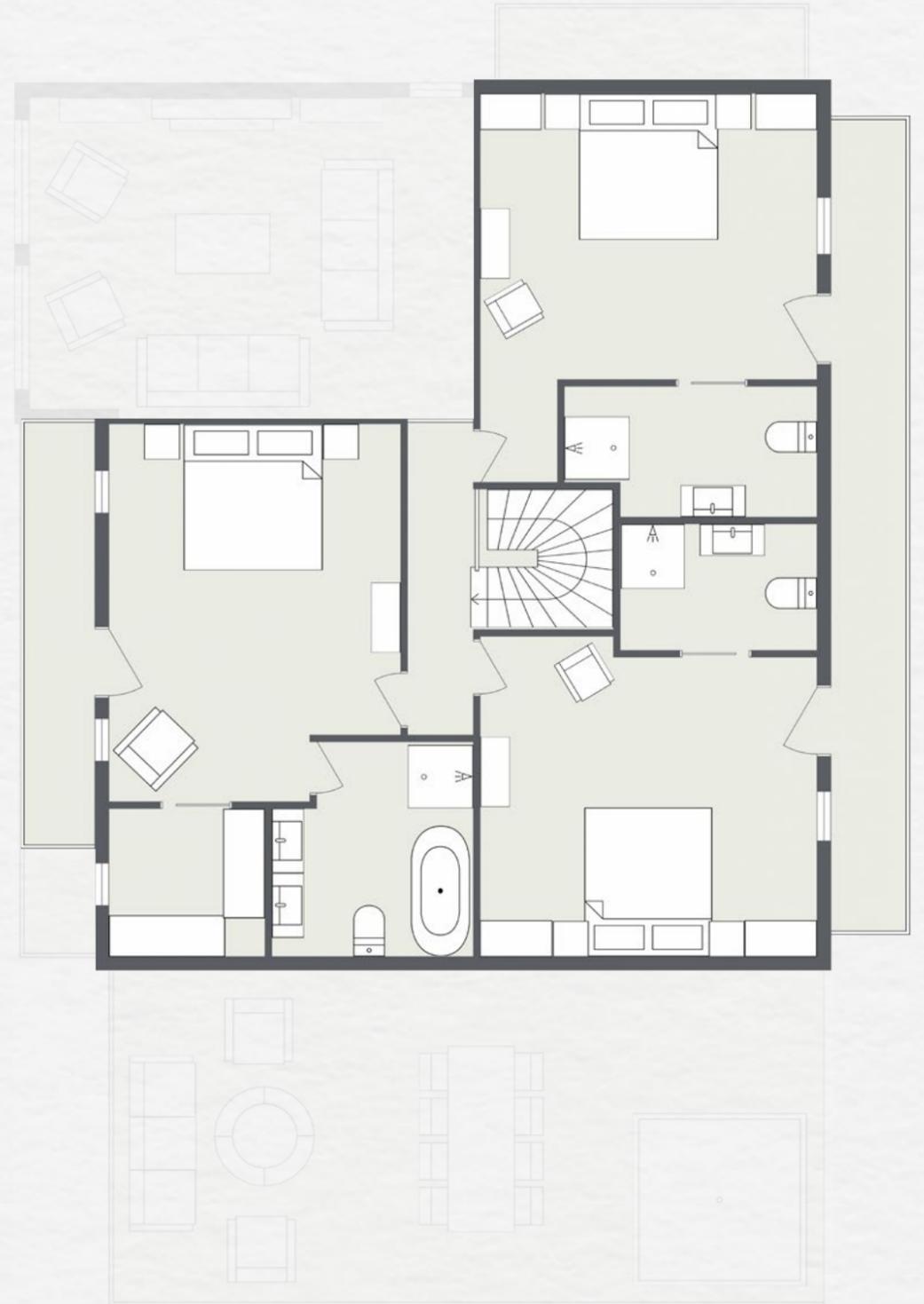
Upper Ground

- Double-height living room with wood-burning stove and panoramic views
- Large dining area and kitchen
- Access to south-facing balcony and terrace with firepit, relaxation area and hot tub
- Bedroom 4 – Private balcony, super-king/twin beds, en suite shower room



First Floor

- Bedroom 1 – Master Suite – Private south-facing balcony, love seat, super-king/ twin beds and dressing room. En suite with Italian shower, separate bath and double basins.
- Bedroom 2 – Shared balcony, armchair, king-size bed and en suite shower
- Bedroom 3 – Shared balcony, armchair, dressing table, king-size bed and en suite shower



“Chalet M is a picture of understated luxury”

The Independent
January 2014

YOUR STAY

The Boutique Experience

As part of our Boutique Collection, Chalet M is an exceptional ski chalet, one of the finest properties in the resort. To complement the superb accommodation and facilities you can expect to be looked after by a team of highly trained professional staff who have been carefully selected to deliver our highly-regarded service package.

Champagne corks pop on your arrival, with a Ruinart Champagne welcome reception and an introduction to your chalet team who include a chalet 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!

Chalet M is available on a fully-catered, B&B or self-catered basis, for exclusive use of the whole property, or during certain weeks on a Boutique Week (room-by-room) basis.



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 massage therapist's hands are visible, gently massaging her back. The background is softly blurred, showing a bright, clean spa environment.

bamford

Step inside the wellness suite at Chalet M and you will discover your very own private Bamford Spa. 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.

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 M 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



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.”

OUR STORY

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!

Most recently we have introduced our Taste menus. These were created firstly in response to feedback from our guests that they wanted a break from fine dining a few nights of the week — lighter food and faster service — which let them eat as a family or enjoy the wider facilities of the chalets. Then secondly, our desire to showcase further variety in our food, so for example guests might try Lokum, our menu inspired by the piled-high platters of delicious, yet relaxed, Middle-Eastern salads at Ottolenghi; or Pintxo, which takes us back to the bustling tapas bars of San Sebastian.

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

(opposite page, clockwise from top left)

- Chris Hamblin, Managing Director
- Sarah Hamblin, Sales & Marketing Director
- Neil Stringer, Tignes Operations Manager
- Alex Spooner, Operations Manager

(this page, clockwise from top left)

- Nick Lyon-Dean, Head Chef
- Sally Knight, Travel Consultant
- Andy Ashwin, Graphic Designer



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