

THE BOUTIQUE CHALET COMPANY

presents

# La Maison

Morzine | Sleeps 12







## THE BOUTIQUE CHALET COMPANY

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## THE STORY

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“It had to be special. It had to be unique.” That was the sentiment of the owners of La Maison, having ruled out countless opportunities across Europe and North America before deciding to create this exceptional mountain home.

Their vision seemed simple. On the outside they wanted to lovingly restore the exterior of this 18th century building and breathe life back into the village square. Inside they wanted to create the most sumptuous mountain home, which both skiers and non-skiers could enjoy equally.

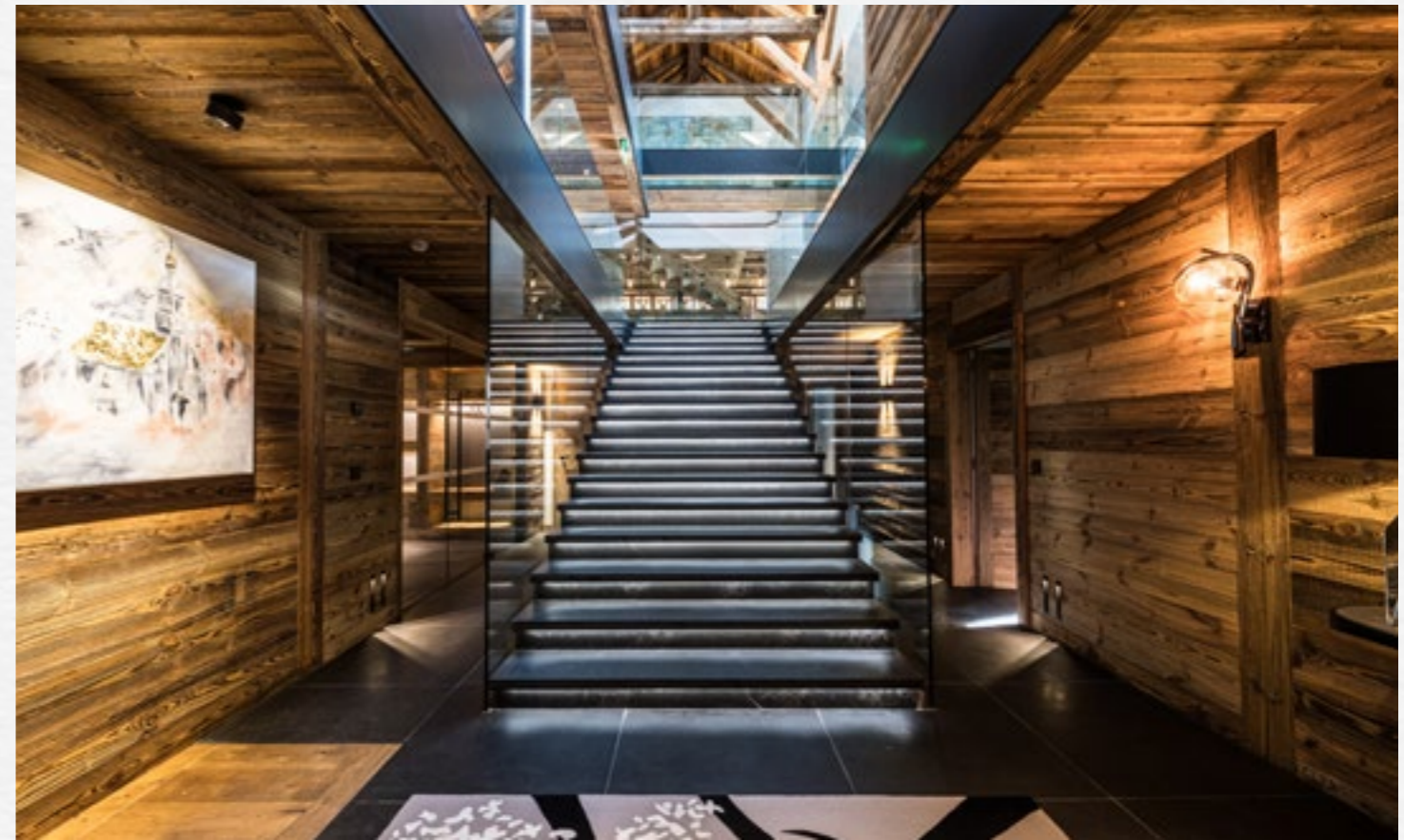
“In Montriond, we finally found what we had been searching for; a beautiful and grand old property dating back to 1749. It was the original ‘town house’ being located in the main village square adjacent to the Maison de Ville and Eglise de Montriond. It had been in the same French family for at least six generations. Even at first sight we thought it was beautiful” recounts the owner... “it was obviously a traditional Savoie property but also had some fascinating Italianate features. But it lay almost derelict, with just the faintest whisper that it once was, and could again, be something truly special”.

What they have created really is just that; special and unique. An exceptional town house in the mountains, a home quite like no other. La Maison manages to seamlessly blend all that is good about a traditional

ski chalet with the magical design inspiration of a grand residence from a bygone era. Luxurious but incredibly tasteful throughout, there are six spacious en suite bedrooms, an impressive spa and the most incredible living space set out on the top floor under the beauty of the exposed timber structure.

Local professionals and artisans were used to ensure the history of the building wasn’t lost. The project was led by locally-renowned architect Herve Marullaz of Marullaz Architects in collaboration with Kyles Garrett of Shep & Kyles Design.

The restoration project began in the summer of 2017. The external facade was restored to be in harmony with its 18 century roots. The property had originally been designed by an Italian architect during the reign



of Louis XV. A key point of inspiration was the Juliet balcony which was lovingly restored and replaced in situ framing a truly relaxing and opulent French boudoir that now connects two of the bedrooms. The original timbers were retained wherever possible with local artisans seamlessly incorporating them to the new structure.

“Inside, we had a huge volume of space to use, a blank canvas, which was incredibly exciting. Being fortunate to have stayed in some amazing chalets and hotels around the world we felt we understood what it would take to deliver the ultimate Alpine retreat. The aspiration was to deliver the most comfortable, luxury living experience including a spa, pool, fitness studio, a professional open plan kitchen, sumptuous dining area, relaxing lounges and a cinema snug. The bedrooms needed to be cosy but with excellent modern en-suite facilities. We wanted all the rooms and spaces to flow from a central space which had the grandeur of the world’s most luxurious hotels.”

To achieve this there is a feature staircase at the heart of the building which was hewn from 370

million year old sedimentary Caithness stone from the Northern Highlands of Scotland.

“Being Scottish we were keen to blend the historical association between France and Scotland, but were also keen to avoid the stereotypes of tartan, Savoyard skins and red hearts.”

The Scottish connection also extends to the unique furniture commissioned from Scottish design houses and bespoke soft furnishing fabrics supplied from Glasgow-based Timorous Beasties. The result, the most opulent, comfortable, warm and welcoming atmosphere in a completely unique setting. Welcome, to La Maison.







# The Grand Living Space

The top floor of La Maison is a vast open-plan space the sheer size of which immediately takes your breath away. The space is split into three distinct zones – the main salon area, the library and the bar area. The salon features a large chandelier by Brand van Egmond and bespoke luxury sofas from William Yeoward which are orientated to take in the beautiful views of the Nantaux peak. Beyond the salon the library offers a level of privacy from the main space, with several comfortable armchairs and a swing set by the first of two fireplaces. On the opposite side you will find the bar area laid out in a lounge style around the second fireplace. A full sized pool table provides a point of entertainment and another balcony provides a great vantage point to relax and take in the views over the village square.









## Spa & Wellness

At the centre of the building lies an amazing private spa the showpiece of which is the L shaped swimming pool. As well as a counter current jet, the pool has various massage zones and two large fountains. There is both an indoor and outdoor hot tub as well as a large steam room tiled in mosaics. Lounge seating, a rain shower and fibre optic "night sky" lighting complete the space. From the spa a corridor leads to the raised studio, ideal for pilates and yoga - where there is also a massage room from which to enjoy our range of Bamford treatments.





# Le Boudoir

On the first floor separating two of the bedrooms is one of La Maison's most unique and magical spaces. The sumptuous boudoir – which traditionally would have literally translated as a sulking room – is the perfect place to escape the rest of your group and enjoy a moment of inner solace. It's an incredibly warm and luxurious space accentuated with comfy seating upholstered in jewel-toned velvet. Two walls are covered in chic Timorous Beasties wallpaper whilst a glass wall overlooking the central staircase ensures the room retains a connection to the main chalet, albeit an insulated, protected one. Brass lighting and a marble console complete the aesthetic.



# The Floating Wine Cellar

Adjoining the dining area you'll find the floating wine cellar. The glass floor looks down on the swimming pool below and bar stools also afford a view down the grand staircase to the front door right up to the apex of the roof at the top of the building. As well as selecting the perfect wine to accompany dinner, this is one of our favourite spaces to enjoy an espresso with the paper in the morning, casually able to keep an eye on the team preparing breakfast at the stunning professional range, as well fellow guests arriving at the dining table. A baby grand piano connects the cellar to the main dining room allowing you to either showcase your own skills or if you prefer, enjoy a private concert from a local musician which our concierge will happily arrange for you.







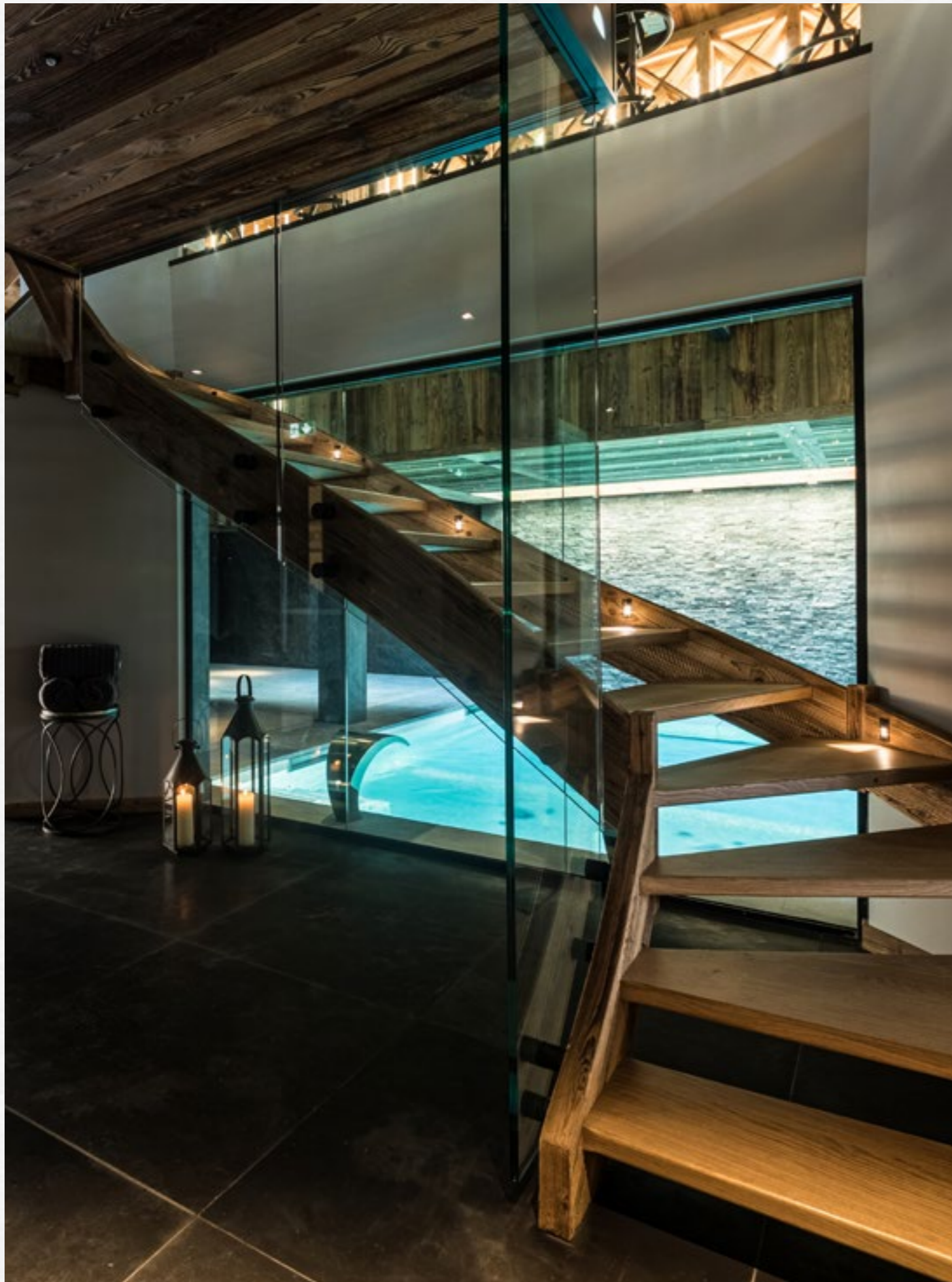


# Fact Sheet

|                       |  |
|-----------------------|--|
| SURFACE AREA          | 780m <sup>2</sup>  |
| BEDROOMS              | 6 en suite bedrooms, 2 of which have freestanding bathtubs   |
| NORMAL CAPACITY       | 12 guests  |
| SPA & WELLNESS        | Indoor swimming pool with separate swim and lounging zones, featuring counter-current system, massage jets and two waterfalls<br>Advanced lighting system with fibre optic 'night sky'<br>Beach area with loungers and swing<br>Hamman<br>Indoor hot tub (6 peron)<br>Outdoor hot tub (8 person)<br>Outdoor barrel sauna and rain shower<br>Treatment room with professional massage couch |
| GYM                   | Studio/gym featuring multiweight station, free weights, punch bag, mirrored walls and TV screen<br>Gym with 'cable column' gym station   |
| BAR                   | Open plan bar area with dedicated whisky and gin display and three separate temperature-controlled wine fridges  |
| CINEMA/TV ROOM        | TV snug with Samsung Smart Frame TV with surround sound, Sky TV with Sports and Movies   |
| AUDIO-VISUAL          | Professional WiFi throughout<br>Sonos Zones - dining room, fitness room, living room, massage room and swimming pool   |
| EXTRAS                | Glove and boot dryers<br>Baby grand piano<br>Glass-bottomed wine cellar with views to the spa<br>Indoor garage parking for several cars  |
| KITCHEN               | Open kitchen for service with separate closed prep kitchen   |
| TIME TO SKIING        | 10 minute drive to Ardent and Super Morzine lifts  |
| TIME TO RESORT CENTRE | 10 minute drive to centre of Morzine   |
| NEAREST AIRPORT       | Geneva   |
| TRANSFER TIME         | 1hr 20mins   |







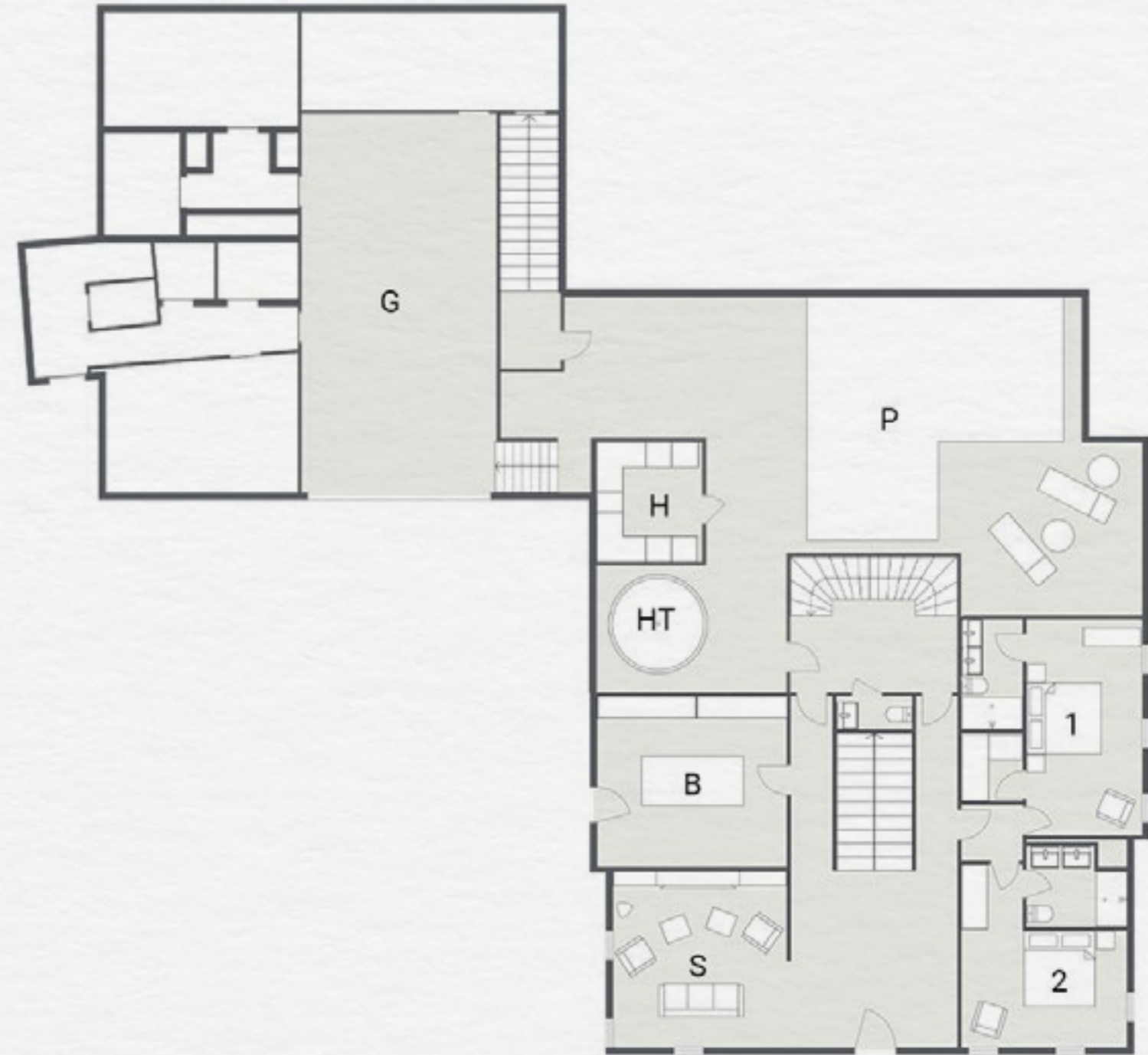
# FLOOR PLANS

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# Ground Floor

- Bedroom 1 – Super king/twin beds, en suite shower room with twin basins and walk-in wardrobe
- Bedroom 2 – Super king/twin beds, en suite shower room with twin basins
- Hammam (H)
- Swimming pool (P)
- Hot tub (HT)
- Boot room with boot warmers (B)
- Snug with large screen TV (S)
- Garage (G)





# First Floor

- Bedroom 3 – King size bed, en suite shower room with twin basins
- Bedroom 4 – King size bed, en suite shower room with twin basins and walk in wardrobe
- Wine cellar (W)
- Large open kitchen (K)
- Dining area (D)
- Boudoir leading to bedrooms and Juliet balcony (B)
- Large terrace with hot tub (HT) and barrel sauna (BS)
- Massage treatment room (T)
- Yoga/Pilates studio (S)





# Second Floor

- Bedroom 5 – Super king/twin beds with freestanding bath and en suite shower room
- Bedroom 6 – Super king/twin beds with freestanding bath and en suite shower room
- Library area (L)
- Lounge
- Pool/billiards table
- Access to two balconies







## YOUR STAY

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# The Experience

As part of our Exclusive Collection, La Maison 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 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!

La Maison is available on a fully-catered basis, for exclusive use of the whole property.





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, massaging her back. The background is softly blurred, showing a white towel and a bright, airy environment.

# bamford

Step inside the wellness suite at La Maison 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 La Maison 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

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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**  
(clockwise from top left)

- Chris Hamblin, Managing Director
- Sarah Hamblin, Sales & Marketing Director
- Nick Lyon-Dean, Head Chef
- Sally Knight, Travel Consultant
- Alex Spooner, Operations Manager







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