

THE BOUTIQUE CHALET COMPANY

presents

Chalet Sapphire

Morzine | Sleeps 12 (+4 in Little Gem)




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THE STORY

“I wanted guests to have it all. It became a personal ambition to build a ski chalet that truly ticked all the boxes.”

Having travelled the world, staying in some of the finest luxury ski chalets, the owner of Chalet Sapphire noticed one thing — every single one of them came with a compromise. And so came about the vision for Chalet Sapphire. A quest to build the ultimate luxury ski chalet. We talked to the owner to find out the real story behind this incredible property.

Chalet Sapphire is a result of being lucky enough for many years to stay in some of the best catered ski chalets around Europe with my friends and family. We enjoyed every trip but I couldn't help but notice that on every holiday and in every chalet, there was always a compromise involved. Each chalet experience was unique with its own merits, but all came with their own challenges, whether that be in terms of the location, the way it was run day-to-day, the internal and external layout, or the facilities the chalet was able to offer.

It became apparent that nearly all these luxury chalets were lovingly designed and built for their owner's holidays or even to be their main home, then converted for the luxury travel industry afterwards. They were doing the best they could with what

they already had. But repurposing a luxury chalet comes with many compromises, in areas not normally affecting a private home.

For example the lack of a truly professional kitchen, or laundry facilities or having separate sitting and entertainment areas. What was needed was a luxury residence, built with the mind-set of a 5 star hotel, that offered you your own private and cosy hideaway from it all. Guests were experiencing only small glimpses of that. I wanted guests to have it all. It became a personal ambition to build a ski chalet that truly ticked all the boxes; and so it started and I spent over 5 years looking for the perfect location.

I have to be honest, Morzine was not my first choice. Meribel, Val d'Isere and a few resorts in Switzerland



were always the first places I thought of when on the hunt for a luxury ski chalet. But when I started to really investigate and ask myself “what do individuals and families really want from their ski holiday and chalet experience?”, then actually the choice of location is not nearly as clear cut.

Morzine has one of the largest ski areas available in the world. It is only just over an hour away from the well-connected Geneva International Airport. The town itself is full of normal shops as well as smart boutiques, with a vast array of good restaurants and bars nearly all of which offer far better value for money than in other resorts which I have stayed. The more I came here, the more I was surprised — very pleasantly — to find it also has the most enviable snow record. It really does have a snow-making microclimate as a result of it's location bang in between Mont Blanc and Lake Geneva. In the US skiers rave about the powder snow of Lake Tahoe; it's the same here, but less people know about it!

Not only that, but the pistes here really do suit every type of skier. There are beautiful tree-lined runs down to Les Gets. as well as high-altitude bowls

above Avoriaz and plenty of off-piste for those so inclined. We've had fantastic skiing here on every visit, whatever conditions may bring, at all times of the season.

My mind was finally made up when I was offered a piece of land. I'd looked at lots of plots but that word, compromise, applied to most. They either had great views but were hard to access, or central but small and closed in. When I first walked onto the site I knew it was the perfect location. It's only a quick flat walk into town but it also enjoys the most fabulous view over the village and of the mountains beyond. I knew then that we could do it all here, and so it really started.



“This isn’t just another high-end ski chalet. It’s a new concept in luxury property development.

All the best aspects of a luxurious five-star hotel combined with the intimacy of a private residence. Guests are going to love staying here.”

Chris Hamblin
Managing Director
The Boutique Chalet Company

VIRTUAL TOUR

The location is one of a kind. Moments from the centre of Morzine the gated grounds offer exceptional access to the ski area as well as privacy and stunning views. The main property approaches 835m² of floor space and sleeps up to 12 people in six spacious double bedrooms. Just next door is Chalet Little Gem, an ace in the sleeve of Chalet Sapphire. Little Gem offers two additional double bedrooms as well as its own sumptuous open plan living space. In total the property offers luxurious accommodation for up to 16 guests, but the really special part of the property is it's facilities. Everything has been considered...

Spa & Wellness

The exceptional spa and wellness areas are extremely spacious for a private residence – in fact, they are a worthy destination in their own right. Of course there's a pool – indoor, with massage and counter-current jets as well as a view of the mountains. Then there's the hammam, ice chamber and dedicated Bamford Spa where guests can choose from a range of massage and beauty treatments by a Bamford-trained therapist. But it doesn't end there. Outside, guests can relax in the large hot tub, sunk into the deck and the barrel sauna with panoramic views over the resort. Scheduling R&R time is certainly important when staying here. Wellness at Sapphire isn't just about relaxation, it is very much seen as a holistic vision which perfectly echoes our modern active lifestyles. Alongside the fantastic spa facilities there is a well-equipped gym, and forest trails starting at the foot of the garden.





At Dusk

As day turns to dusk your attention will turn to the chalet's social spaces. The bar, complete with pool table, opens directly onto the large terrace – an incredible spot to watch the sun set. A sunken fire pit keeps the chill off as you watch night fall. Behind the bar our professional staff prepare speciality cocktails as well as serving drinks from our Four Bottles Bar menu – there are fine wines, craft beers and a range of speciality gins to sample.



Mountain Living

Winding up the oval spiral staircase will lead you to the main living area where a stunning fireplace will warm and comfort you even on the coldest of winter days. The exposed reclaimed wood brings all the warmth and character of a traditional alpine lodge, but here it is beautifully crafted into a modern, luxury, residence.





Your Private Restaurant

Adjacent to the main living area is the dining room, set around a large handmade Balinese teak table. An inset balcony frames yet another stunning view towards the Pointe de Nyon. There's a professional closed kitchen for the 'serious' work, and an open show kitchen for service and chef demonstrations. From here your chef will serve stunning contemporary cuisine. All our menus can be personalised to individual requirements, but we are also proud to showcase our own signature dining concepts which are unique to The Boutique Chalet Company. A stay wouldn't be complete without sampling Kaiseki – our fine dining Japanese menu – and perhaps also one of our Taste menus on an evening where you want to slip away early to the cinema room, a haven for movie lovers and younger guests alike.



Sleep

When it's time to turn in for the night the bedrooms here will not disappoint. The two stunning Master Suites have incredible ceiling heights to show off the exceptional mountain views. Each room has its own USP; some have dressing rooms or freestanding baths and others have walk-in drench showers. There are no short straws here though. Every room has a super-king bed that can split to twin beds as required, so whatever the makeup of your group, you'll be covered.





Little Gem

For larger groups there is one more ace in Sapphire's pack, Chalet Little Gem is located just adjacent to the main property and offers a further two en suite bedrooms and a generous open plan living space of its own. At 135m² this isn't simply an 'annexe'; it's a chalet in its own right and allows up to 16 guests to enjoy in uncompromising luxury this gem of the Alps.



Fact Sheet

SURFACE AREA	835m ² in Chalet Sapphire and 135m ² in Little Gem
GROUNDS	Grounds of 2100m ² accessed by a private gated driveway. Covered parking for several vehicles. Extensive terraces wrapping around the property with separate spa, dining, seating and BBQ areas, all enjoying panoramic mountain views
BEDROOMS	6 in Chalet Sapphire and 2 in Little Gem — all of which can be configured as double or twin beds. Every room features a personal safe and a GHD pack
NORMAL CAPACITY	12 to 16 guests
SPA & WELLNESS	Indoor pool with massage jets 10 person hot tub Barrel sauna with glazed viewing window over the resort Hamman with aromatherapy and hydro shower Spa ice chamber with chromotherapy Treatment room with separate changing and shower facilities Hydrotherapy 'four seasons' shower
GYM	Air-conditioned gymnasium with a range of cardio, strength and flexibility training equipment
BAR	Bar and lounge with pool table and direct access to the seating area and firepit on the large terrace. A separate wine cellar features fine wines from around the world
CINEMA/TV ROOM	Large 4k screen with surround sound and the latest games consoles
AUDIO-VISUAL	Sonos music streaming and professional grade WiFi throughout the property and grounds
EXTRAS	Large boot room with live piste webcam and weather display Childrens toys, sledges, games and books
KITCHEN	Open kitchen for service with separate closed prep kitchen
TIME TO SKIING	5 mins to Pleney (Morzine-Les Gets) or Prodains (Avoriaz)
TIME TO RESORT CENTRE	5 mins level walk
NEAREST AIRPORT	Geneva
TRANSFER TIME	1hr 20mins





FLOOR PLANS

Floor -4

- Treatment relaxation area and dedicated treatment room for Bamford massage and beauty treatments with dedicated changing area with 'four seasons' shower
- Gymnasium with cardio and strength conditioning equipment and direct access to terrace
- Cinema with large 4k display, digital surround sound and games consoles
- Bedroom 1 – Super king/twin beds, en suite shower room and direct access to the principle terrace



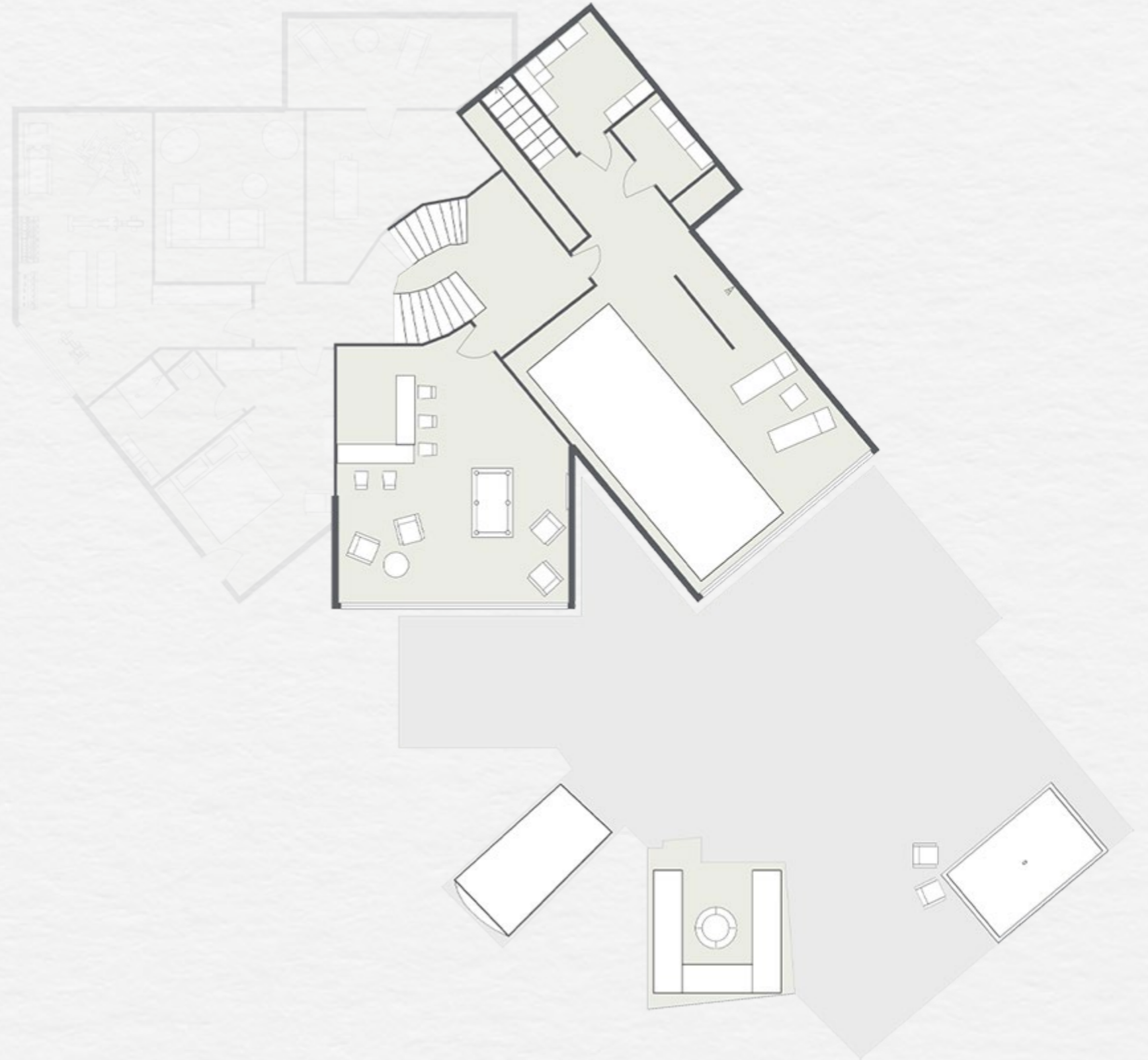
Floor -3

Grounds & Exterior

- Enormous wrap around south facing terrace with various seating, dining and spa areas. Gorgeous panoramic views across the village centre and towards the pistes at Pleney and Nyon

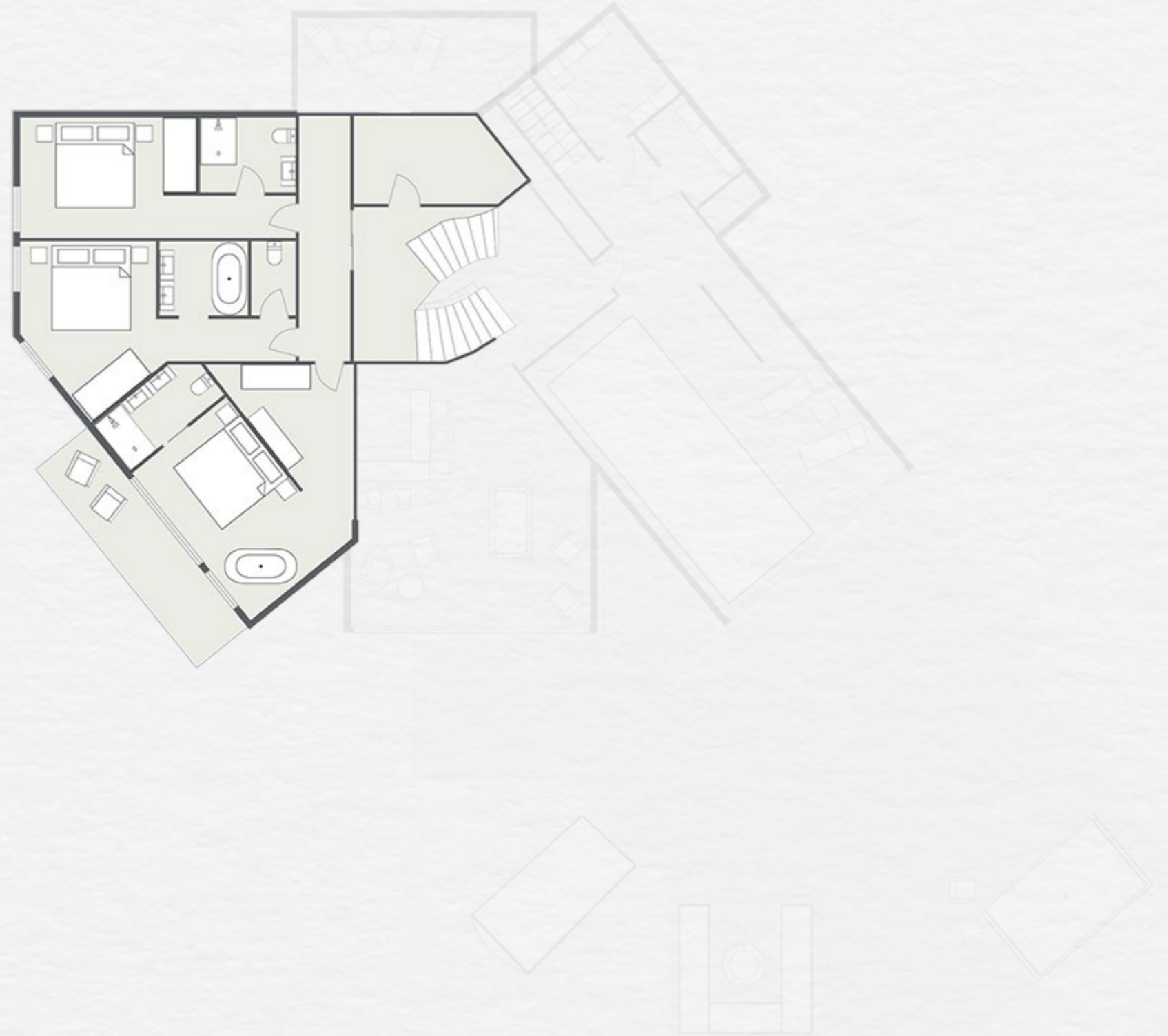
Interior

- Bar and lounge with pool table, TV with surround sound and direct terrace access
- Extensive spa with indoor swimming pool, ice chamber with chromotherapy, hamman with aromatherapy and hydrotherapy shower
- Direct access to large terrace with hot tub and barrel sauna with glazing to panoramic views across the resort



Floor -2

- Extensive wine cellar with a global wine selection
- Bedroom 2 – Master Suite – Super king/twin beds, en suite shower room with freestanding bath in room. Separate wardrobe and dressing area and balcony with views towards Mont Chery
- Bedroom 3 – Super king/twin beds, en suite bathroom with overhead rain shower and forest views
- Bedroom 4 – Super king/twin beds, en suite bathroom with overhead rain shower and forest views
- Laundry and storage facilities



Floor -1

- Principle living room with feature fireplace and inset balcony with panoramic views across the resort
- Dining room with handcrafted Balinese dining table to seat 16 and additional breakfast bar seating. Inset balcony with panoramic views across the resort
- Demonstration and service kitchen with teppanyaki plate for final plating before service
- Professional closed kitchen for food preparation including direct staff and delivery access for discretion of service



Ground Floor

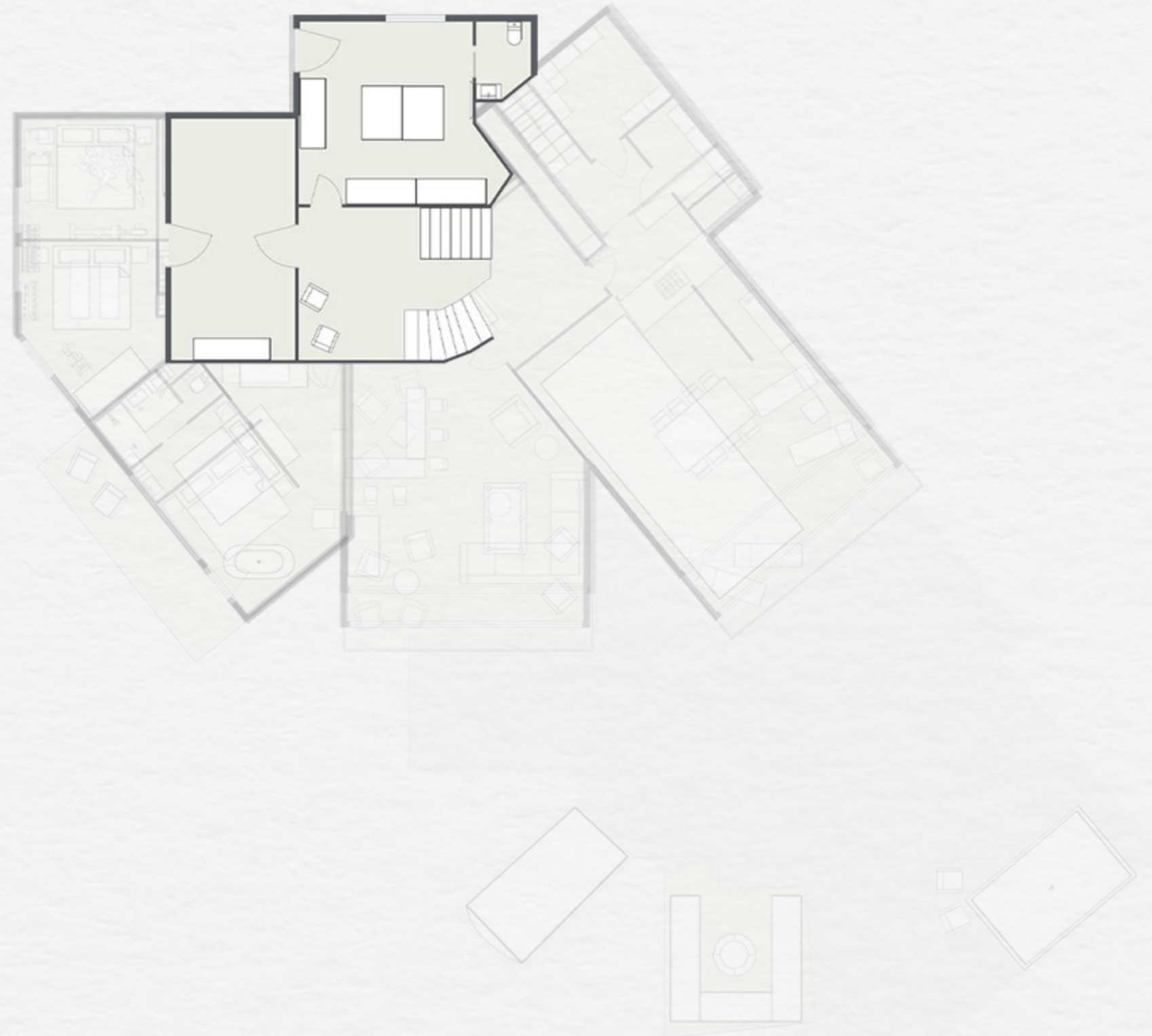
Grounds & Exterior

- Secure gated access to Chalet Sapphire and Little Gem*
- Separate staff entrances for deliveries and discretion of service
- Secure covered parking for multiple vehicles*

Interior

- Double-height entrance hallway to principle chalet
- Separate boot room entrance – spacious boot room including heated boot/glove warmers and piste webcam with live weather forecast

* facilities scheduled for completion for 2019/20 season



First Floor

- Bedroom 5 – Master Suite – Super king/twin beds, en suite shower room with freestanding bath in room. Impressive ceiling apex with expansive views towards Avoriaz from a juliet balcony
- Bedroom 6 – Master Suite – Super king/twin beds, en suite bathroom with separate shower and separate dressing room. Sitting area with panoramic views over the village centre and mountains beyond



Little Gem Ground Floor

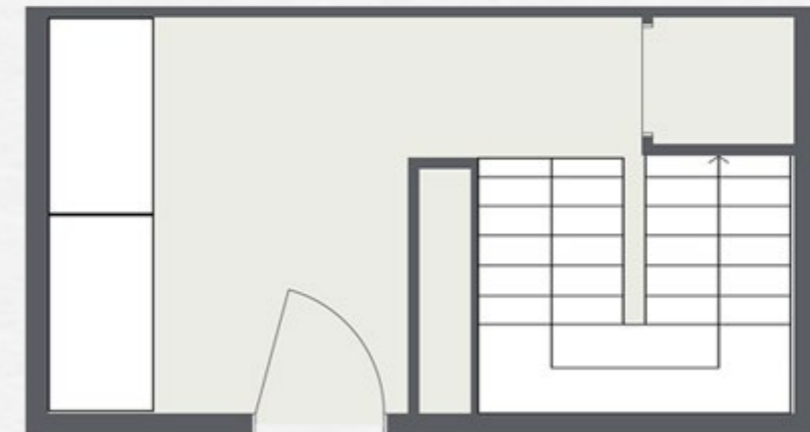
Grounds & Exterior

- Secure gated access to Chalet Sapphire and Little Gem*
- Separate staff entrances for deliveries and discretion of service
- Secure covered parking for multiple vehicles*

Interior

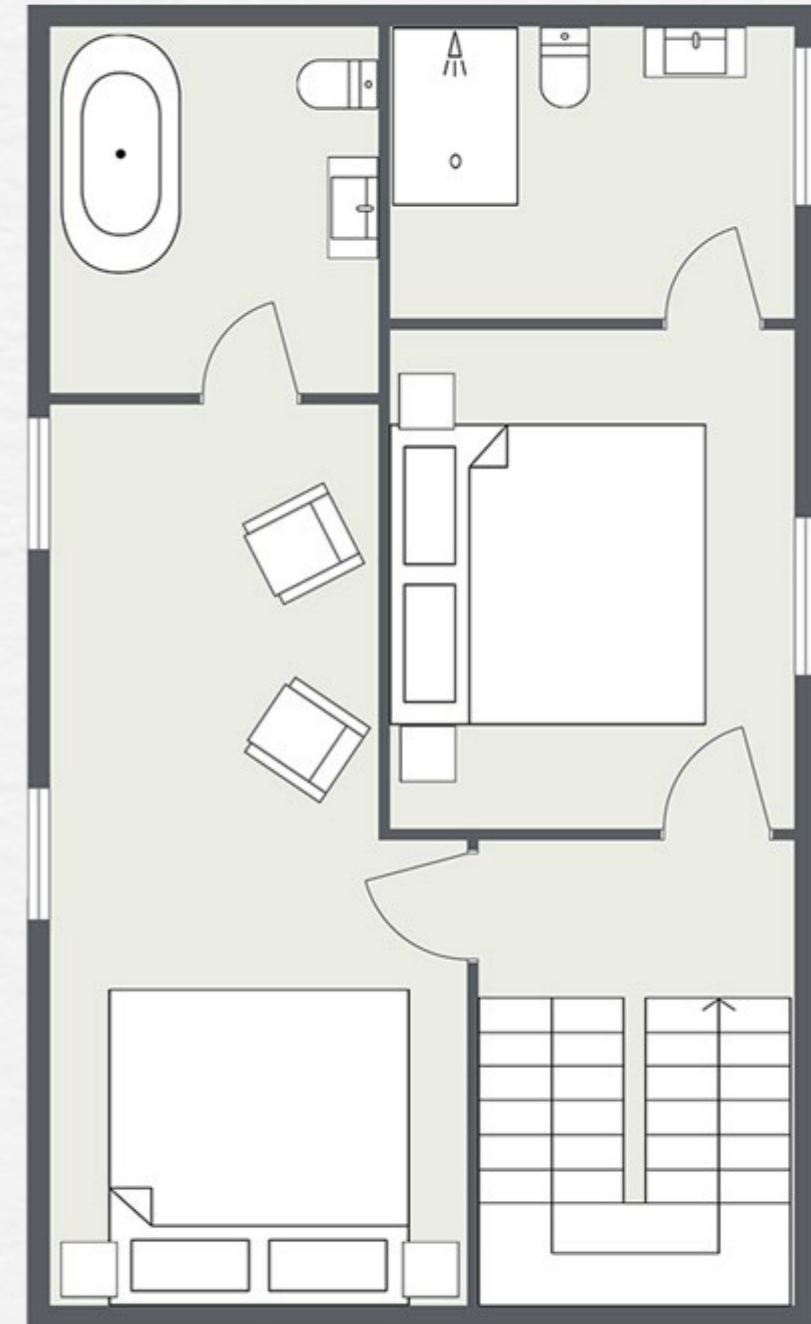
- Entrance hall and W/C leading to accommodation levels

* facilities scheduled for completion for 2019/20 season



Little Gem First Floor

- Bedroom 1 – King/twin beds, en suite bathroom with shower over
- Bedroom 2 – King/twin beds, en suite shower room and south facing balcony with mountain views



Little Gem Second Floor

- Open plan living area and kitchen, with large south facing balcony with stunning views over the principle chalet towards the village and mountains beyond





YOUR STAY

The Boutique Experience

As part of our Exclusive Collection, Chalet Sapphire 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!

Chalet Sapphire 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 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 Sapphire 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 Sapphire 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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