

THE BOUTIQUE CHALET COMPANY

presents

ZEMS Lodge

*Morzine | Sleeps 8 + 6 people in four en suite bedrooms
and two 3 person bunk rooms*





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We are often asked where it all started and our answer usually surprises people

“The Boutique Chalet Company raises the
bar for Morzine chalets...”

The Telegraph
March 2016

THE STORY

The owners of ZEMS Lodge are no strangers to luxury travel experiences. Their business brings together some of the most creative hospitality brands from around the world at internationally acclaimed events. So when they set out to build their own property it was vital to them that it too was unique, somewhere to set the stage not just for great holidays, but amazing experiences fuelled by the passion we all share for the mountains.

ZEMS Lodge is really unlike any other chalet in our portfolio. The architecture is one of a kind from the ground up and spreads across five floors. The building nestles into the hillside whilst arching horizontally to make the most of the views. And from this side of Morzine, the views really are incredible. The location is also enviable for its proximity to the resort centre. You can access the buzzing Alpine town in just a few minutes on foot and the Super Morzine bubble passes close to the chalet. Everything is on the doorstep.

The interiors were put together by locally renowned designers Shep & Kyles but were heavily influenced by the Anglo-French owners. You'll find a real vibrancy here particularly in the soft furnishing, fabrics and wall colours as the owners were keen not to create another 'cookie cutter' chalet. This energy is blended with an understated class of some of Shep & Kyles trademark additions such as Bocci lighting and freestanding nickel baths from luxury brand Catchpole & Rye.

The chalet comfortably sleeps up to 8 adults and 6 children across four main bedrooms and two additional triple bunk rooms. Whilst the chalet is undoubtedly luxury in scale – being more than

500m² in total – the space is divided into a number of more intimate zones which means that even smaller groups will enjoy spending time here without feeling overwhelmed by the property. As well as the main open plan living, dining and sitting areas, you also have a separate bar area with a pool table and TV snug. For more serious screen time, there's also a separate cinema room.

No chalet can now claim to be truly a luxury one without boasting some serious spa facilities, and ZEMS Lodge is no exception. On entering the spa you'll find a relaxation area which leads to the main terrace where a large full tiled swim spa jacuzzi dominates – the perfect place to unwind and recount the day's adventures at the end of the day. Adjacent is a glass-fronted sauna which takes in the same great views you enjoy from the rest of the chalet. Wrapping things up is a dedicated treatment room where guests can enjoy our in-house Bamford treatments.

As well as being offered on our luxurious catered package, ZEMS Lodge can also be booked on a self-catering basis and is ideal for groups who want to dine out or cook themselves, without sacrificing any luxury in their accommodation.



“Relax on the terrace, enjoying the enviable views, or take a five-minute stroll to your favourite bar in town. The choice is yours at ZEMS Lodge.”

Chris Hamblin
The Boutique Chalet Company

VIRTUAL TOUR

The Terrace

Unwind and enjoy the sunset after a long day on the slopes. Relax in the sauna, taking in the stunning view, before cooling off with a refreshing dip in the plunge pool. The large south-facing terrace at ZEMS Lodge is the perfect spot to enjoy a cocktail while your chef prepares dinner, or perhaps just a little nightcap before bed.



The Bar

Challenge your friends to a game of pool while watching the big match and enjoying the fully-stocked wine and beer fridges. Feel free to pick up the Fender Telecaster, plug into the amp and impress everyone with your musical ability. There's also an acoustic guitar and various percussion instruments if anyone fancies providing accompaniment. This is the place to enjoy a few drinks and laughs with great company.



The Location

ZEMS Lodge is moments from the centre of Morzine – just a few hundred metres on foot – meaning that you're in the ideal location to explore all the facilities this exciting Alpine town has to offer. For guests staying on a catered package you will benefit from our driving service, but if you are staying at ZEMS on a self catered basis, you'll be pleased to know the nearest ski lift is less than 500m away. When it comes to location, ZEMS is hard to beat.



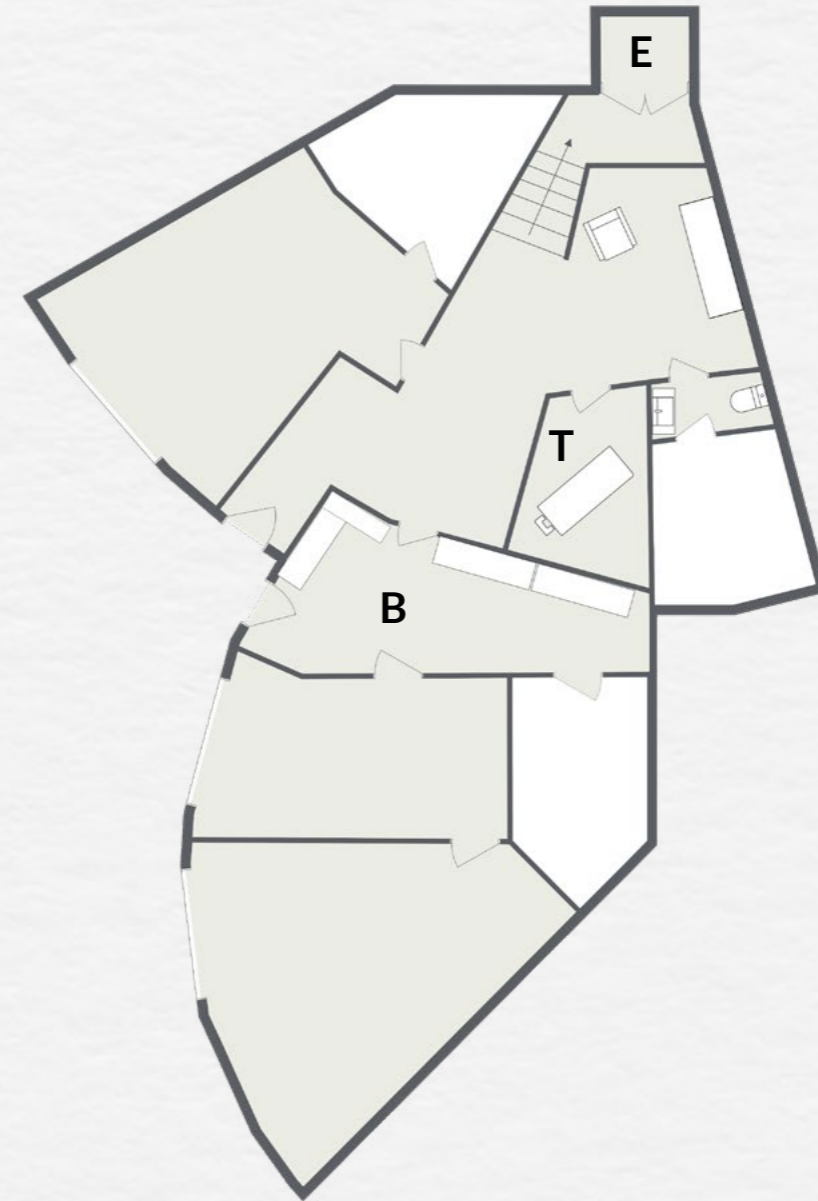
Fact Sheet

SURFACE AREA	530m ²
BEDROOMS	Four en suite bedrooms and two 3 person bunk rooms
NORMAL CAPACITY	Sleeps 8 + 6 people in four en suite bedrooms and two 3 person bunk rooms
SPA & WELLNESS	Relaxation area with multiple loungers leading to a large terrace Walk-in shower Plunge pool with various massage jets and waterfall cascade Glass-fronted sauna with views over Morzine Dedicated massage treatment room
BAR	Mezzanine bar/games room with pool table, TV and musical instruments Three separate temperature-controlled wine fridges
CINEMA ROOM	Cinema room with large projector screen, surround sound, Apple TV and Chromecast
AUDIO-VISUAL	Multiple TVs in main bar/entertainment area with smart apps and French satellite TV Multi-room audio featuring Bang & Olufsen BeoSound and Bower & Wilkins speakers in following zones: bar, lounge, dining area, kitchen, spa and terrace
EXTRAS	Boot and glove dryers Lift (some step access still required) Hairdryers and safes in all bedrooms
KITCHEN	Two ovens, steam oven, microwave, induction hob, espresso machine and Nespresso
TIME TO SKIING	5 minute walk across footbridge to Super Morzine lift
TIME TO RESORT CENTRE	5 minute walk across footbridge
NEAREST AIRPORT	Geneva
TRANSFER TIME	1hr 20mins

FLOOR PLANS

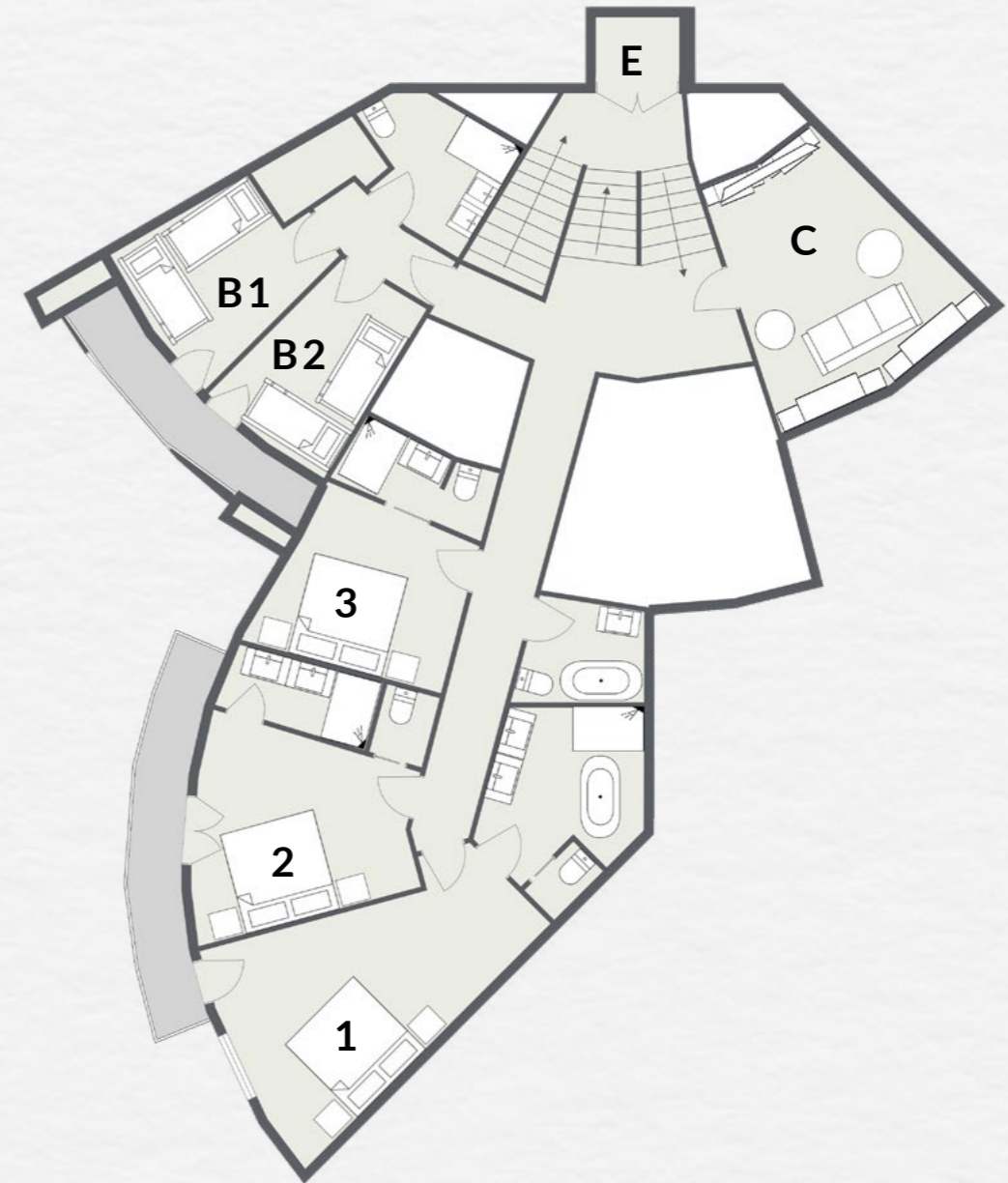
Ground Floor

- Entrance
- Boot room with boot warmers (B)
- Massage treatment room (T)
- Elevator (E)



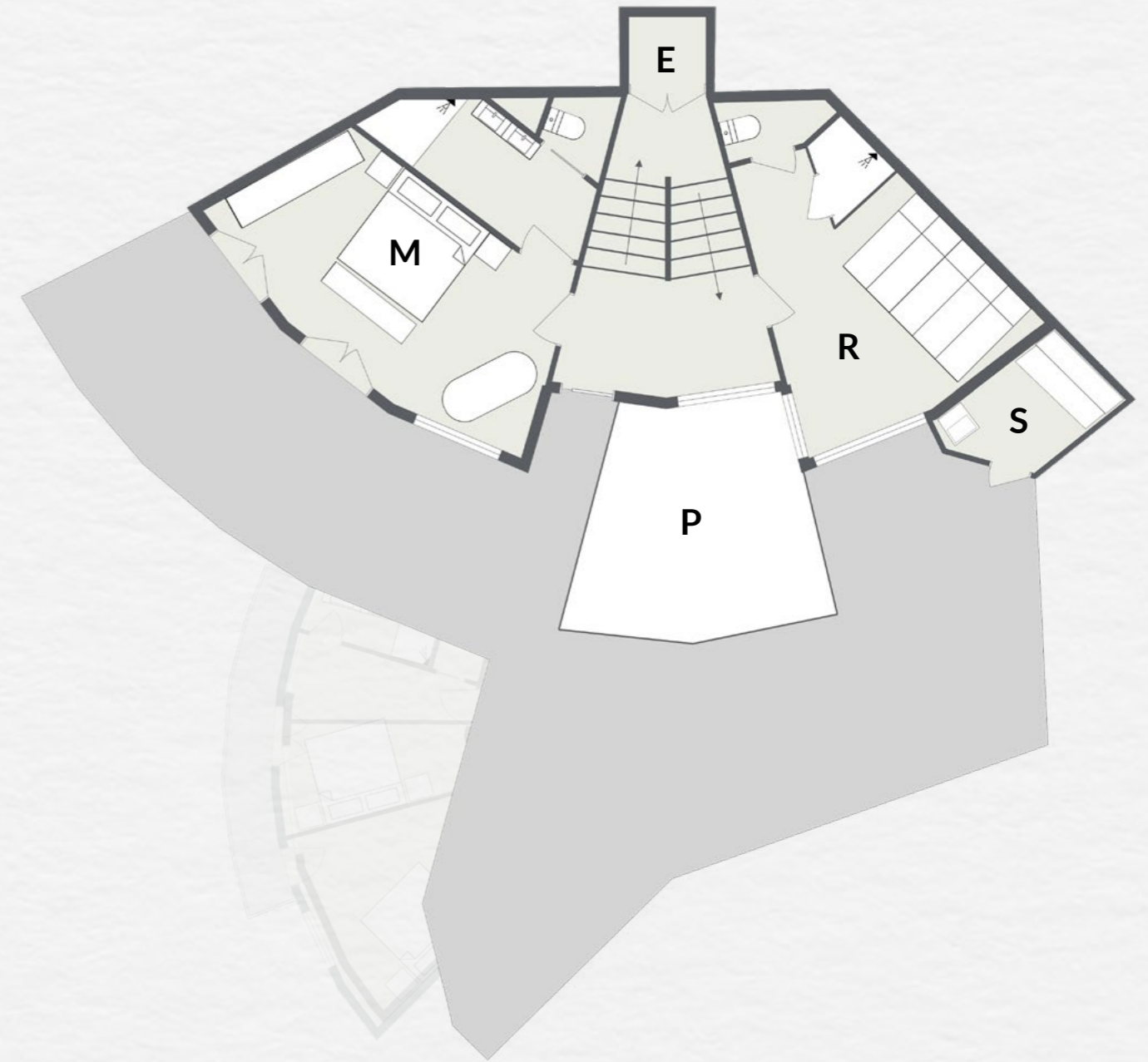
First Floor

- Elevator (E)
- Cinema room with projector (C)
- Bedroom 1 – Super King/twin bedroom with en suite bathroom (1)
- Bedroom 2 – Super King/twin bedroom with en suite shower room (2)
- Bedroom 3 – King with en suite shower room (3)
- Bunk room 1 – sleeps 3 (B1)
- Bunk room 2 – sleeps 3 (B2)



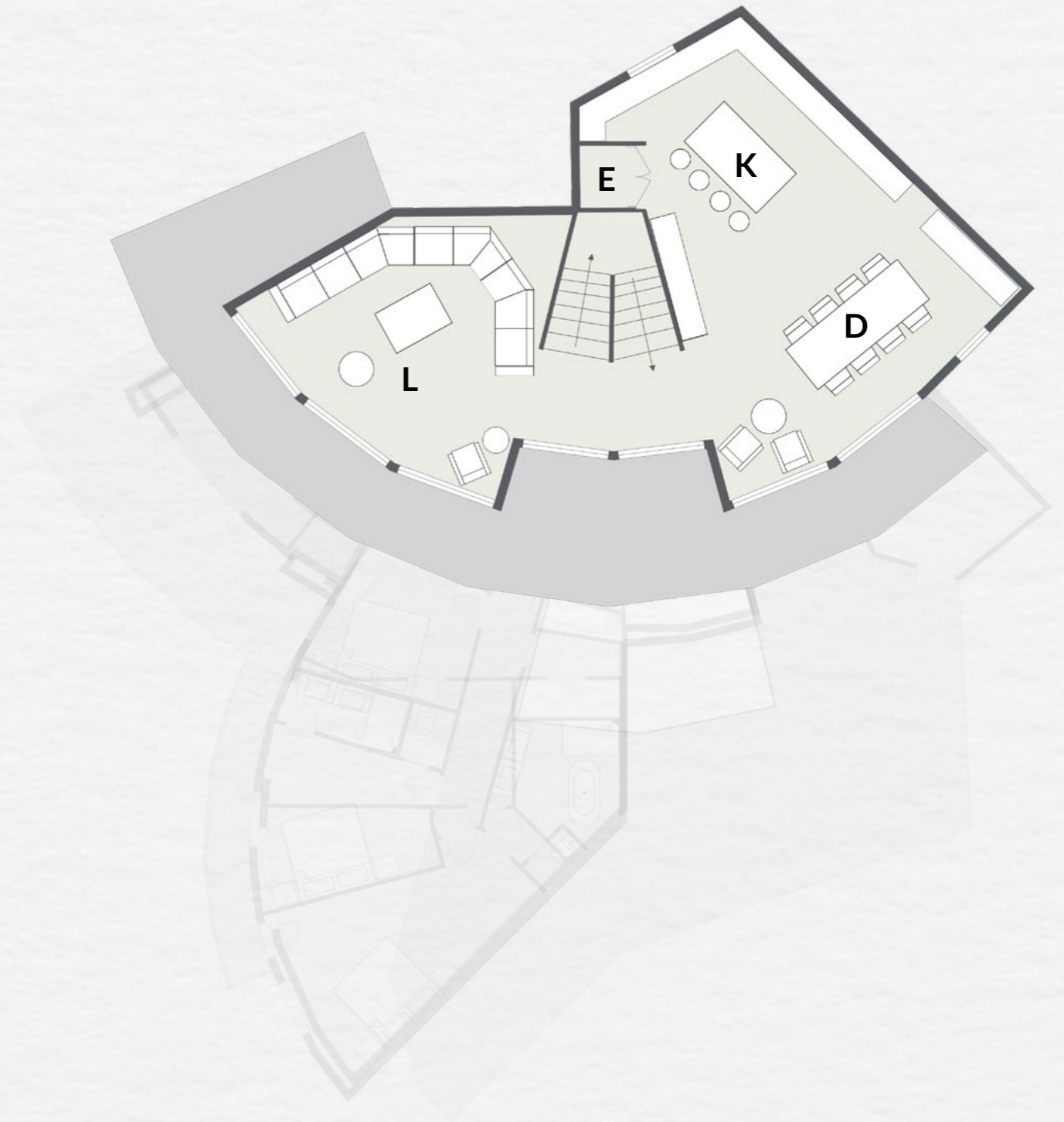
Second Floor

- Elevator (E)
- Master bedroom – Super King/twin bedroom with freestanding bath and en suite shower room (M)
- Glass-fronted sauna (S)
- Relaxation room with comfy loungers, fibre-optic lighting and large designer shower and WC (R)
- Huge south-facing terrace
- Pool (P)



Third Floor

- Elevator (E)
- Lounge (L)
- Kitchen (K)
- Dining area (D)
- Large south-facing balcony with Shep & Kyles' signature swings



Fourth Floor

- Bar area with large TV, wine/beer fridges, pool table and a selection of musical instruments (B)
- Children's TV snug with bean bag seating (TV)





YOUR STAY

The Boutique Experience

As part of our Luxury Collection, ZEMS Lodge 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, 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 from The White Company 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!

ZEMS Lodge is available on a fully-catered 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 ZEMS Lodge 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 ZEMS Lodge 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.

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.

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.

This is our story.

This is Mountain Luxury Redefined.

So would you like to join us?

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

The faces behind our story
(clockwise from top left)

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



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