

# StyleLife!



Winter Wonderland! Record early season snow in the Alps with a new 8 person lift in Champéry-Les Crosets



**The newsletter for investment partners and potential partners**

**December 2008**

**Welcome to the latest edition of StyleLife! the newsletter for partners and future partners of Alpine Lifestyle Partners (ALP)**

As the World's press clamours to report more tales of woe, the Alps just prepare for another fine winter season! The webcams tell it all with huge snow falls and cold arctic air to prepare the pistes for your next visit.

A breath of fresh alpine air is probably what most of us need right now and to carve a few turns on the mountain before returning to the hot-tub and then a good bottle of wine and a fine dinner with close friends and family.

Bookings for ALP businesses are strong, new ski lifts in our home domain are being completed and the early snow is abundant! To date, the main sign of the credit crunch comes in a small slowdown in second residence sales. Those who love the Alps we are sure will be on the

slopes again this season.

In this, the 14th edition of StyleLife! We look to open your eyes to some of a wealth of activities and projects happening in the Swiss and French Alps this Winter. We showcase the delights of 21st century fine dining in ALP's new venture with 2\* Michelin Chef - Denis Martin; we look at your holiday at The Lodge – Champéry; ALP sees completion of a 4\* hotel project in Les Crosets; we feature the credit crunch and analyse the safe way of



investing in Switzerland with our partner bank BCVs and we announce a boost to ski racing in Champéry-Les Crosets.

## **Gastronomic Destination- Denis Martin, Champéry**

During 2008, Alpine Lifestyle Partners (ALP) acquired the Café du Centre, an 18th Century chalet in the heart of Champéry village, with a view to creating a unique Alpine destination for fans of fine dining, great wines and a relaxing time. December 2008 has seen the launch of c21 and Le Centre - a gastronomic restaurant together with a bistro, tapas bar and wine bar; promising après-ski like no other in the Alps!



Fine Après Ski Tapas at Le Centre, Champéry

c21 brings fine dining for the 21st Century to the first floor restaurant, with an innovative, fascinating and often surprising menu. Le Centre boasts the bistro, tapas bar

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and wine bar; an impressive menu for all tastes, as well as the new offer of tapas created by our business partner - Denis Martin (Gault et Millaut 18 points and 2 star Michelin), he is also the TV chef of Switzerland.



ALP Business Partner and TV Chef Denis Martin in action

ALP see the arrival of Denis Martin in Champéry and the creation Le Centre project as a major step in the development of local tourism, ensuring that Champéry remains an attractive prestige destination. We are convinced of Champéry's place amongst the finest mountain village resorts in the Alps and are committed to working towards the considered and sustainable development of the village.

In order to appreciate the cuisine of Denis Martin in c21 (including the famous muesli foie gras) or to taste some of the most innovative tapas dishes prepared by two chefs trained at El Bulli, drop by at après ski or contact us for a reservation.

***For further information: please visit our website [www.centrechampéry.ch](http://www.centrechampéry.ch) or email [info@centrechampéry.ch](mailto:info@centrechampéry.ch) to make a reservation call on +41 24 479 1550.***

### **The Lodge - Champéry & Heliski!**

After a successful first year, The Lodge - Champéry and the now famous Mrs Miggins services are once again open for business for the 2008/9 ski season. The Lodge is now available for booking via a growing number of discerning tour operators who are choosing Champéry as a choice destination. It is wise to get in touch soon or risk disappointment as the Lodge is now firmly on the map.

New for the 2008/9, Mrs Miggins through partner companies is offering the possibility to Heliski, with take-

off from Champéry itself. This will provide an added extra for those who have skied all the 650km of pistes in the Portes du Soleil (any contenders?).

The Lodge - Champéry, offers large (130-180 m<sup>2</sup>) luxury apartments in a two or three bedroom format. Fully equipped for the perfect vacation, each apartment offers an impressive kitchen; media to all bedrooms; extensive balconies or terraces; voluminous living space and the ground floor apartments also include outdoor hot-tub/jacuzzis.

To complement the apartments, Mrs Miggins also offers a full range of services from ski school and ski hire to restaurant reservations and welcome packs to babysitting and shopping.

***Go to [www.miggins.ch](http://www.miggins.ch) to view the apartments and make your choice or call +41 24 479 0510. Don't miss out on a great winter season in Champéry with Mrs Miggins Luxury Services.***



Luxury without breaking the bank at the Champéry Lodge.

### **ALP Realise 4\* Hotel in a Skiers' Paradise**

ALP are pleased to announce that December 2008 sees the opening of the Mountain Lodge in Les Crosets, a three year project to create a 4 star, ski in ski out chalet hotel in the Centre of Le Hameau des Crosets development.

Working in partnership with the ALP investor and the Hameau des Cosets, the project boasts wellness and spa, cinema, 24 en suite rooms fully equipped for multimedia, bar, restaurant, ski hire shop and staff lodging. The hotel also boasts a magnificent view onto the Dent's du Midi Mountain range, has a ski lift which links directly to the new 8 man lift in Les Crosets as well as the ski school and the children's ski area as part of the development.

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All in all, this ALP project is set to become a skiers paradise, which we will feature in more detail in the next StyleLife!

**For further information on hotel investments contact [www.alplifestyle.com](http://www.alplifestyle.com)**



Magnificent views from The Mountain Lodge in Les Crosets

### Majestic Mrs Miggins

ALP is pleased to announce a significant joint venture for its French company Mrs Miggins, Châtel. As of November 2008 and in time to celebrate its 5th birthday, Mrs Miggins becomes the Majestic Mrs Miggins of Châtel. This follows the conclusion of a joint venture to provide luxury chalet services in the Portes du Soleil with property company Majestic Immobilier.

Jean-Jaques Borasci of Majestic Immobilier comments "We have been extremely impressed by the level of professionalism and service brought by Mrs Miggins, Châtel and I am now very proud to be able offer those services to our clients"

This joint venture ensures a town centre presence for Mrs Miggins as well as enabling Mrs Miggins services to be offered to all of Majestic Immobilier's purchase and rental clients. As a result of this joint venture the management team has been doubled, with an increase in (already high) services levels expected to be passed on to Mrs Miggins' clients - benefits all around!

**For further information and to book your French luxury chalet holiday, contact [www.miggins.net](http://www.miggins.net)**

### Scots and Welsh in Competition

ALP (the proud sponsors of the Welsh ski team) are delighted to announce that the annual BCVs Welsh ski Championships held in Champéry-Les Crosets is set to become the BCVs Welsh and Scottish championships, with FIS (Fédération Internationale de Ski) status.

This elevates the championships to the international circuit and ensures that they become one of the most important British national races on the race circuit.

The previous Welsh championships have been branded a great success, with much positive commentary about the level of race and technical organisation as well as the welcome given to the participants.

**For further information relating to the championships, contact [www.snowsportwales.net](http://www.snowsportwales.net)**



Champéry-Les Crosets sees Celtic skiing at its finest

### Marecottes – the forgotten gem

Les Marecottes figured on the first list of tourist destinations in the Valais along with Champéry and Zermatt. This lovely alpine village, sitting amidst high peaks and forest slopes on the way over the Swiss French border to Chamonix, has been forgotten for too long.

The location offers breathtaking panoramas, super ski slopes, great walks and all the fresh air and sunshine that a discerning visitor or resident can require. The whole valley is fabulous with a natural swimming pool the ideal stop off for the family in summer, next to a small local wildlife reserve.

ALP have been requested to advise on new projects in the village and believe that the more modest budget in harder times could well steal a great opportunity here and invest in this location, just 1 hr 35 from Geneva airport and only 20 minutes from Argentière (les Grand Montets) in France. The village has the usual train access all year round that also descends into France to take you skiing and hiking or climbing.

You can be set up with a fully serviced and managed apartment in a period building, with all the conveniences of modern hospitality including indoor swimming and wellness and direct access to the pistes.

**For further information, contact us on [info@alplifestyle.com](mailto:info@alplifestyle.com)**



Maracotess - Cosy tradition

## **An Alpine view on the credit market**

A number of Swiss Cantonal banks benefit from a full state guaranty to the whole bank and not just a limit on deposits, this applies to the ALP partner bank - the Banque Cantonale du Valais (BCVs). Due to this strong and secure base (for foreign based account holders as well as domestic) but also due to their outstanding on the ground support and input to our projects, ALP is pleased to have such a banking partner in current times. Their bankers know their market well as any of the participants across the construction, investment and hospitality sectors which interest us in priority.

In recent months, the inflows of funds to Switzerland have been record breaking emphasising the Swiss image of security and safe haven in times of strife; which has persevered for centuries. This provides excellent liquidity in the market (for the best and most diligent players) and offers ALP and partners the ability to benefit from sensible levels of leverage as we have always used and lowering rates.

Coupling this with lower asset values in certain areas and the increased likelihood of "special situations" arising, the Alpine view is not perhaps as bleak as elsewhere in response to the credit market turmoil. It is fair to expect less buyers on a sectorial basis, in the mid market range, but projects targeting the still affluent investor and leisure seeker or the budget traveller will in our view move ahead in the coming years at the expense of the "standard" and mass approach to chalet and apartment construction we have seen these last 5 years. ALP have always sought to add value to investments for our clients and to present innovative ideas, for example the Mrs Miggins luxury services and management company is expanding and is increasingly being approached to review new projects (or to re-engineer those that were not well conceived)

We do expect Switzerland to slow down growth for a while and to see the same discomfort as other European countries but it should not be such a deep blow as with many. We have seen increased interest in Swiss commercial investment property, which can be offices but also hotels, which is supported by a flight to the Swiss Franc and a longer term cycle for invest money amongst many investors. We believe that much of any lack of second home buyers these next two years will be covered by people relocating to seek out the Alpine Lifestyle; and in our preferred location of the Valais we are seeing a major movement of Swiss to the Canton even from near locations like Geneva. Maybe the 80 extra days of sunshine a year, a better fiscal environment and a more Latin attitude to life have something to do with that but also the great value presented in property cannot be ignored.



When the going gets tough, come to Switzerland

Later this season Alpine Lifestyle Partners will be launching the Alpine Lifestyle Club – the refreshing alternative for the discussion of business and leisure activity; we hope that many of you will be able to join us and use the opportunity to refresh your ideas on investment, lifestyle and the challenges for the next generation.

**To know more about investing in partnership with Swiss banks, contact [info@alplifestyle.com](mailto:info@alplifestyle.com)**

**Off Piste....(news and bits and pieces) ...** Les Crosets lauches a new 8 man ski lift and Hameau access skilift....Champéry to host European Curling Championships and World Mountain Bike Championships over the next 3 years....Portes du Soleil features heavily in the Annecy 2018 Olympic bid....ALP launch advertising campaign on World Radio Switzerland for Mrs Miggins and Le Centre....

**ALP takes this opportunity to wish all its partners and readers Season Greetings and an Excellent New Year!**