

EXPERIMENTAL CHALET

VERBIER HIVER



Last winter, the Experimental Group, renowned for its collection of innovative hotels, restaurants and bars takes French *savoir-faire* to the slopes of the Swiss Alps. Experimental Chalet is located in the heart of Verbier, the high-altitude hot spot for extreme sports and *après-ski aficionados* from all over the world.

Following Paris, New York, London and Ibiza, the group's first alpine hotel includes their signature cocktail bar, a restaurant by the renowned Parisian chef Gregory Marchand (of Frenchie), and a spa. In addition, Experimental Group has acquired the famous late-night *Farm Club* where celebrities and locals rub shoulders in a timeless chalet atmosphere.



Successfully exporting its values of high quality products, excellent service and meticulous attention to detail in an international and relaxed setting, *Experimental Group has become a leading entrepreneurial voice over the past ten years*, disrupting the industry by bringing their signature Made in France hospitality to the world's hottest vacation destinations.

Experimental Chalet hosts thirty-nine rooms including The Panoramic Suite with a Jacuzzi and three private terraces with mountain view. The keys to the hotel's design have been handed to Fabrizio Casiraghi, the interior designer hailed for his ability to blend modernity and authenticity; a perfect match for a town where *the chalet atmosphere is as emblematic as a warm welcome*. Casiraghi's aim was to evoke large yet inviting spaces, where natural and lacquered wooden accents coexist with crisp alpine white walls. Cohabiting with this minimalist freshness is the unexpected use of colours such as aquamarine, powdered rose, and brick in the common areas with rose and deep green in the rooms and suites. The entrance hall is dominated by a magnificent hearth, an ideal spot to enjoy the cocktail bar's creations after a day on the slopes.



The transformation of the Chalet was to provide a unique service experience, already established in the Experimental Group's locations in *New York, London, Paris and Ibiza*. With a subtle ambiance, the Chalet hails the refined Helvetic tradition with a 20th Century approach.



Situated on the first floor of the Experimental Chalet, by a roaring fire, the Cocktail Bar serves Experimental creations, and is the perfect place for après-ski, pre-dinner cocktails or to launch a night on the town. Those in search of Verbier nightlife can continue the party by going downstairs to the legendary Farm Club that has set the glamorous local rhythm for over 45 years.

Casiraghi's chic refinement of mountain codes finds a match in Gregory Marchand's Chalet Restaurant. **As a restaurateur, Marchand grew up with the founders of Experimental Group**; after cooking shifts, they often finished their nights at the first speakeasy, the Experimental Cocktail Club. It was only logical that Marchand would one day collaborate with his friends, and with the Chalet Restaurant, the moment came.



Verbier is celebrated as the premier station of the 4 Vallées with the most extensive slopes in Switzerland and exceptional sunshine in the Winter. With 410 km of slopes, linked by 80 lifts, and summits reaching 3300m at Mont-Fort, the station offers a spectacular panoramic Alpine view on the Combins, the Cervin and Mont Blanc peaks. The extreme ski hot-spot offers exhilarating off-piste rides making it the kingdom of free-ride. In summer, the station is the meeting place for hikers, serving as base camp for many of the best excursions. Hang-gliding, paragliding and wingsuit flying aficionados soar over the peaks while in town a rich cultural agenda lets the imagination fly.

Marchand's menu is a contemporary interpretation of traditional Alpine food in step with modern diners: classics like rösti, spaetzle, aligot and tartiflette meet line-caught lake fish and the freshest salads and vegetables. Families are welcome, with sharable dishes en cocotte, a selection of menu items especially appetizing to kids, and a dedicated French-style snack hour every afternoon. Bar snacks and, for breakfast, an abundance of house-made granolas, cakes and other treats, round out the menu. As always, produce is sustainably sourced, and the larder boasts the best of local artisans.

Agence 14 septembre

Emmanuelle Gillardo & Camille Dupuy
emmanuellegillardo@14septembre.com
camilledupuy@14septembre.com
01 55 28 38 28

For its inaugural spa, the Experimental Group collaborated with the French, tailor-made skin treatment brand; Biologique Recherche. For more than forty years, Biologique Recherche has created and produced unique formulas for cosmetics and skin treatments in France. All with biotechnical or natural active ingredients without added perfumes. The Biologique Recherche Method was founded with a scientific concept and vision on skin treatment and product development for the beauty industry. The visible results are proof of the excellence of their ultra bespoke formulas. The Experimental Chalet Spa is a veritable haven of relaxation. Situated on the ground floor of the hotel it includes three treatment rooms, a hamam, a Jacuzzi and a 50m2 solarium.

Rooms start at 350 CHF

Reservations available at experimentalchalet.com

Opened in December 2018

 experimentalchalet

The Experimental Group was founded in 2007 by three childhood friends, Olivier Bon, Pierre-Charles Cros and Romée de Goriainoff. Xavier Padovani later joined them and their shared vision: to offer the ultimate hospitality experience to an ever-demanding clientele. Celebrated for bringing the cocktail bar culture to Paris, the group opened wine bars, restaurants and hotels in Paris, New York, London and Ibiza. With an international strategy to open additional hotels with exceptional food and beverage at their heart, the group launched *Venice* and *Menorca* in 2019.



EXPERIMENTAL CHALET

VERBIER HIVER 2018



This winter, the Experimental Group, renowned for its collection of innovative hotels, restaurants and bars takes French *savoir-faire* to the slopes of the Swiss Alps. The Experimental Chalet opens its doors in the heart of Verbier, the high-altitude hot spot for extreme sports and *après-ski aficionados* from all over the world.

Following Paris, New York, London and Ibiza, the group's first alpine hotel includes their signature cocktail bar, a restaurant by the renowned Parisian chef Gregory Marchand (of Frenchie), and a spa. In addition, Experimental Group has acquired the famous late-night *Farm Club* where celebrities and locals rub shoulders in a timeless chalet atmosphere.



Successfully exporting its values of high quality products, excellent service and meticulous attention to detail in an international and relaxed setting, *Experimental Group has become a leading entrepreneurial voice over the past ten years*, disrupting the industry by bringing their signature Made in France hospitality to the world's hottest vacation destinations.

The Experimental Chalet will host thirty-nine rooms and suites with Jacuzzi and terraces with a panoramic mountain view. The keys to the hotel's design have been handed to Fabrizio Casiraghi, the interior designer hailed for his ability to blend modernity and authenticity; a perfect match for a town where *the chalet atmosphere is as emblematic as a warm welcome*. Casiraghi's aim was to evoke large yet inviting spaces, where natural and lacquered wooden accents coexist with crisp alpine white walls. Cohabiting with this minimalist freshness is the unexpected use of colors such as aquamarine, powdered rose, and brick in the common areas with rose and deep green in the rooms and suites. The entrance hall is dominated by a magnificent hearth, an ideal spot to enjoy the cocktail bar's creations after a day on the slopes.

The transformation of the Chalet was to provide a unique service experience, already established in the Experimental Group's locations in *New York, London, Paris and Ibiza*. With a subtle ambiance, the Chalet hails the refined Helvetic tradition with a 20th Century approach.



Situated on the first floor of the Experimental Chalet, by a roaring fire, the Cocktail Bar serves Experimental creations, and is the perfect place for après-ski, pre-dinner cocktails or to launch a night on the town. Those in search of Verbier nightlife can continue the party by going downstairs to the legendary Farm Club that has set the glamorous local rhythm for over 45 years.





Casiraghi's chic refinement of mountain codes finds a match in Gregory Marchand's Chalet Restaurant. **As a restaurateur, Marchand grew up with the founders of Experimental Group**; after cooking shifts, they often finished their nights at the first speakeasy, the Experimental Cocktail Club. It was only logical that Marchand would one day collaborate with his friends, and with the Chalet Restaurant, the moment has come.

Verbier is celebrated as the premier station of the 4 Vallées with the most extensive slopes in Switzerland and exceptional sunshine in the Winter. With 410 km of slopes, linked by 80 lifts, and summits reaching 3300m at Mont-Fort, the station offers a spectacular panoramic Alpine view on the Combins, the Cervin and Mont Blanc peaks. The extreme ski hot-spot offers exhilarating off-piste rides making it the kingdom of free-ride. In summer, the station is the meeting place for hikers, serving as base camp for many of the best excursions. Hang-gliding, paragliding and wingsuit flying aficionados soar over the peaks while in town a rich cultural agenda lets the imagination fly.

Marchand's menu is a contemporary interpretation of traditional Alpine food in step with modern diners: classics like rösti, spaetzle, aligot and tartiflette meet line-caught lake fish and the freshest salads and vegetables. Families are welcome, with sharable dishes en cocotte, a selection of menu items especially appetizing to kids, and a dedicated French-style snack hour every afternoon. Bar snacks and, for breakfast, an abundance of house-made granolas, cakes and other treats, round out the menu. As always, produce is sustainably sourced, and the larder boasts the best of local artisans.

For its inaugural spa, the Experimental Group collaborated with the French, tailor-made skin treatment brand; Biologique Recherche. For more than forty years, Biologique Recherche has created and produced unique formulas for cosmetics and skin treatments in France. All with biotechnical or natural active ingredients without added perfumes. The Biologique Recherche Method was founded with a scientific concept and vision on skin treatment and product development for the beauty industry. The visible results are proof of the excellence of their ultra bespoke formulas. The Experimental Chalet Spa is a veritable haven of relaxation. Situated on the ground floor of the hotel it includes three treatment rooms, a hamam, a Jacuzzi and a 50m2 solarium.

Rooms start at 350 CHF

Reservations available at experimentalchalet.com

Opening December 2018

 experimentalchalet

The Experimental Group was founded in 2007 by three childhood friends, Olivier Bon, Pierre-Charles Cros and Romée de Goriainoff. Xavier Padovani later joined them and their shared vision: to offer the ultimate hospitality experience to an ever-demanding clientele. Celebrated for bringing the cocktail bar culture to Paris, the group opened wine bars, restaurants and hotels in Paris, New York, London and Ibiza. With an international strategy to open additional hotels with exceptional food and beverage at their heart, the group will launch *Venice* and *Menorca* in 2019.