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Alpine Luxury in Switzerland and Italy: Chalets Going Above and Beyond for Winter 2025

benjamin@sirreti.com · September 15, 2025



Booking alpine winter escapes is, for many of us in charge of the travel plans of UHNW clients, something of an annual ritual that yields no shortage of opportunities for the utmost luxury. After all, winter in the Alps is more than a typical getaway from the hustle



present an array of challenges to overcome.

Today, we're taking a closer look at a small handful of meticulously-selected and utterly opulent alpine chalets, and considering what UHNW individuals are seeking out for the upcoming winter season.

Where natural beauty meets the utmost sophistication

From high-octane thrills and slope-side living to impeccable service against breathtaking views, standards in the luxury chalet scene continue to rise with each given year. The cream of the crop of European alpine rentals, however, never fails to rise to the challenge and exceed all expectations.

Chalet Zermatt Peak in Switzerland's premier mountain resort is a case in point, and one which won accolades including 'World's Best Ski Chalet' from 2020 to 2024 among many others. A bonafide architectural marvel at the foot of the Matterhorn, Chalet Zermatt Peak provides an immersive alpine experience that goes far beyond access to some of the Valais' most pristine and enviable slopes, and maintains an impressively high bar for Zermatt chalet rentals.

While guests at Chalet Zermatt Peak can revel in unique and stunningly-considered features (which include a gallery suite in which one can sleep beneath the stars, floor-to-ceiling windows for an unrivaled visual impact and fully-fitted hammam wellness center), it's the commitment to going above and beyond in tailor-made luxury services and exclusive amenities that draw in guests from the global elite.

Indeed, in celebrating seasonal and organic local produce, Chalet Zermatt Peak's sensational wine collection and private gourmet chef are real selling points, bring

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EVENTS
CASE STUDIES
ABOUT
NETWORKING
THE VAULT

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which maintains the whimsical charm of the classic Swiss mountain home while bringing in sophisticated elements of contemporary art and design alongside a hammam, stunning outdoor spaces and peerless views of the Eggli and Diablerets glaciers.

Chalet Colombe pays close attention to their clientele's expectations. When asked about anticipating the demands of a modern UHNW audience, Chalet Colombe's family office manager, **Ludovic Meyran**, was clear on the need for providing the utmost in custom hospitality.



Photo Credit to: Chalet Colombe



"Our property integrates seamlessly into the region. We place particular emphasis on interior design and the art of the table, ensuring that our clients feel perfectly at home in the destination they are visiting."

Adapting to new UHNW demands in the Italian Alps

Across the border, luxury ski chalets in Italy are welcoming a new UHNW generation of skiers and alpine enthusiasts, securing their legacy for the years and decades to come. Regions like Madonna di Campiglio – a regal resort favored by the crowned heads of the Austria-Hungarian Empire – for example, has gone to considerable efforts to position itself as a stunning Dolomite destination even when the skiing season is cut short by changing weather patterns, with rentals like Chalet Doss offering a chic and stylish retreat surrounded by exceptional natural beauty and incredible gastronomic options.

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EVENTS
CASE STUDIES
ABOUT
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Photo Credit to: Luxury In Cortina

In the beautiful mountain region of Cortina d'Ampezzo, we find Luxury In Cortina – a pair of breathtaking chalets on the 7000 square meter LV estate, set against the backdrop of Mount Cristallo, Falora, Cinque Torri and Tofane. Known for its exquisite dining services (Luxury in Cortina is served by Michelin-starred chef Graziano Perst, whose Il Tivoli restaurant is regarded as the most prized in the d'Ampezzo valley) and wellness facilities, the Luxury in Cortina team is working tirelessly to exceed the expectations of an UHNW clientele expecting complete immersion in this spectacular corner of the alpine landscape.

According to Luxury in Cortina manager Francesco Longarini, this means leveling up the chalets' offerings that draw in younger UHNW guests in search of meaning and exclusivity in equal measure.

"We've observed growing demand for curated cultural immersions, sustainability-focused activities, and private wellness programs. In particular, experiences that combine

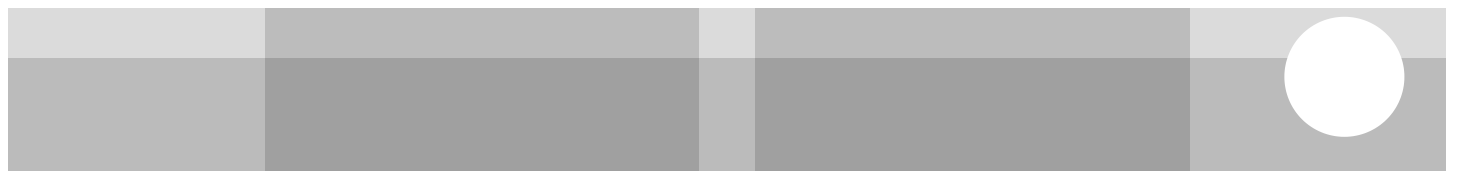


personalized, adventurous and shareable. We tailor our approach: blending timeless luxury and privacy with innovative digital services, flexible itineraries and unique, story-driven experiences that resonate with younger audiences.”

It’s a winning approach, and one which lays the foundation for long-term success in a high-end travel industry that’s undergoing real and lasting change. One thing remains constant, however – Luxury in Cortina, just like in many other luxury chalets across the Italian, Swiss, Austrian and French Alps – recognizes that the combination of peerless hospitality, traditional alpine culture and spectacular natural landscapes aren’t in any danger of falling out of favor.

As Longarini puts it: *“Guests enjoy locally inspired cuisine and exclusive experiences that connect them directly to the local culture and natural landscape. This combination allows guests not only to stay in the region, but to truly live it.”*

Who could possibly ask for more?



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benjamin@sirreti.com
January 6, 2026

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luxury villa
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benjamin@sirreti.com
December 9, 2025

gastronomy in
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benjamin@sirreti.com
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