

# ALPINE CHIC

Sun, snow, sport... Add style to your winter hotel wish list and you've got a heady combo



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THIS PICTURE Contemporary timber and pristine views at the Altapura.  
BELOW RIGHT What's hot in the lounge.

**T**here was a time when ski holidays were all about the sport, with snow depths and proximity to chair lifts taking priority over the smartness of the accommodation. Nowadays, style is right up there at the top of the agenda, thanks to a host of new hotels that move things away from the ubiquitous Heidi's chalet look. These retreats incorporate luxe spas, chic design and food of the non-fondue variety – more metropolitan boutique hotel, you might say. The Altapura in France's Trois Vallées plays to the serious work-hard, play-hard ski crowd, blending modernist architecture with lush fabrics, and throwing in a bit of spa and fine food to add to the indulgence. DV Chalet, set in Madonna di Campiglio in Italy's Adamello Brenta Nature Park, offers clean, minimalist interiors with design classics by Le Corbusier and Eames, contextualised by sheepskin rugs, faux-fur textiles and a sprinkling of antlered furnishings. Meanwhile, Le Lodge Park in Megève completely reworks the trad hunting-lodge vernacular, turning animal skins, antlers, rough-hewn woods and tartan into a seriously modern look. Sorry, Heidi, gingham and varnished pine just don't get a look in...



ALTAPURA Trois Vallées, France

**The lowdown** Contemporary style meets homely atmosphere  
**Best for Fans of high-end design mixed with a little luxe**

Working a smart, sophisticated look alongside the kind of relaxed, casual mood required by a ski clientele is a tall order. But Altapura has cracked it. A mix of light woods and luscious fabrics gives the glamour, while bean bags and patterned Donna Wilson poufs add the slouch factor. With full-on spa facilities (treatment rooms are wallpapered with a forest of birch trees – nice touch) and an indoor/outdoor swimming pool that offers the opportunity for a warming dip while staring up at snowy peaks, it's very tempting to not bother leaving the premises. If you do though, there's ski-in, ski-out access to the vast Trois Vallées ski area, the perfect place to work up an appetite you can then satisfy by tucking in at Les Enfants Terribles, the chic brasserie where chestnuts, truffles and local produce feature strongly. After a day bashing over 600km of piste, you'll have certainly earned it.

**Book it** Rooms from £200 ([altapura.fr](http://altapura.fr))



**FYi**

Until the Fifties, skiwear meant layers of tweed and heavy wool. The invention of stretchy ski pants heralded the beginning of fashion for the slopes – and Day-Glo headbands were only a few short decades away...



ABOVE Bedrooms are luxe havens. LEFT The turreted exterior of DV Chalet. BELOW The chic bar beckons when you return from the slopes.



ABOVE The Bar Espace Trappeur borrows New England touches to create an alpine feel. LEFT AND BELOW Bedrooms exude a decadent, semi-surreal air, playing with traditional materials.



**LE LODGE PARK Megève, France**

**The lowdown Rocky mountain high life**  
**Best for Luxe lounging with sport on the side**

On paper, Le Lodge Park reads like it has been created for some hunter-gatherer woodsmen with pretensions of grandeur. It's built from rough-hewn timber and rocks and decorated with more antlers, hides, skins, cow horns, beaten leather and gnarly logs than you can shake a ski pole at. But in reality, for anyone over the traditional chalet look (let's face it, most of us), Le Lodge Park is the kind of alpine hideaway where you can't wait to hunker down after a testing day on the slopes. Provided you don't bang your head on the horns of some mountain beast, there are plenty of reasons to stay put. Indulge in spa treatments or check out the hamman – just the place to stretch the hamstrings and steam-heat the quads. Once you're nicely cooked, head for the dining room, where the culinary tour takes in everything from spare ribs to sushi.

Although medieval in appearance, the town of Megève was purpose-built in the Twenties, since when it has been patronised by everyone from Euro royalty to starlets retreating from out-of-season St Tropez. It has more character than some of its more nouveau competitors, making it well worth an evening stroll to check out the many après-ski options.

**Book it Rooms from £215 depending on dates**  
**(lodgepark.com)**

**DV CHALET Madonna di Campiglio, Italy**

**The lowdown Turreted ski lodge in Italy's premier resort**  
**Best for Ski-loving gourmands**

If you're looking for the intimacy of a private chalet but still fancy hotel luxuries then the Dolce Vita Chalet in the Dolomites is your mountainside nirvana. There are only 20 rooms, so it feels cosy, but there's no scrimping on those extras. Forget fondues, the Dolomieu restaurant is known for its delicate gourmet food (sashimi or cuttlefish and caviar with rice), but there's always a hearty bowl of pasta or T-bone steak if you're ravenous after a day of tackling moguls. Rooms are pared back – there's wood grain but it's less knotty pine and more stylish shades of grey. Open fires, wood-burning stoves and faux-fur throws ramp up the snug factor. Book into one of the third-floor attic rooms, named after seven legendary European rock climbers, and maybe some of their alpine aptitude will brush off on you. Back from the slopes, chill out in the Himalayan salt cave, part of the hotel's Panta Rei spa.  
**Book it Rooms from £185 (mrandmrsmith.com)**