





OFFICIAL FERRARI DEALER CLASSICHE WORKSHOP NIKI HASLER AG

Where history and passion come together: our Classiche Showroom.

The Classiche Showroom houses more than 20 beautiful Ferrari classics, two exhibition rooms, an atrium and on the first floor a terrace and a private library including an exceptional archive containing original technical brochures of all Ferrari models ever made. The showroom features a unique color sample wall with more than 240 historical Ferrari colors, Ferrari engines and a wall with the same ceramic tiles, as displayed in Enzo Ferrari's office behind his desk.

Our Classiche Showroom – a room full of history.

Contact us at any time for a personally guided tour of our extended location. **We look forward to welcoming you.**

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've decided to repeat what has proved to be a stimulating experience by offering you this third Maura Wasescha magazine, in collaboration with Blush Editions. In it, you will discover our company and all the services it offers, outside the conventions of the real estate world.

As a keen communicator, proud of my immigrant background and my success, I wanted to share with you my vision of real estate and the attention we pay to each of our clients, wherever they may be.

This magazine is yours. My reputation has also been built thanks to you and, in a way, it belongs to you. I have no regrets, neither for the time I spent "growing up" nor for the time I devoted to the challenges of professional life. For all this, I offer you rarity.

In this issue, I'll tell you the story of my profession and confirm that understanding others, their expectations and their dreams, is the foundation of our success. It will tell you about the life of our agency, its teams and, above all, the differences that make it unique.

For this publication, I've chosen to honour companies whose passion is a powerful driving force: Niki Hasler AG and Edel Stark AG, luxury car rental companies. And others whose strength is elegance: Passione Engadina, Snow Polo and Bellavista Hotel. Finally, for good taste: Samuel Carugati, the incredible Chef of the Krone Restaurant.

And because it's always important to end on a high note, the cover features a work by Riccardo Berghella, an amazing painter who has managed to combine aesthetics, luxury and well-being with sustainability.

Enjoy reading...

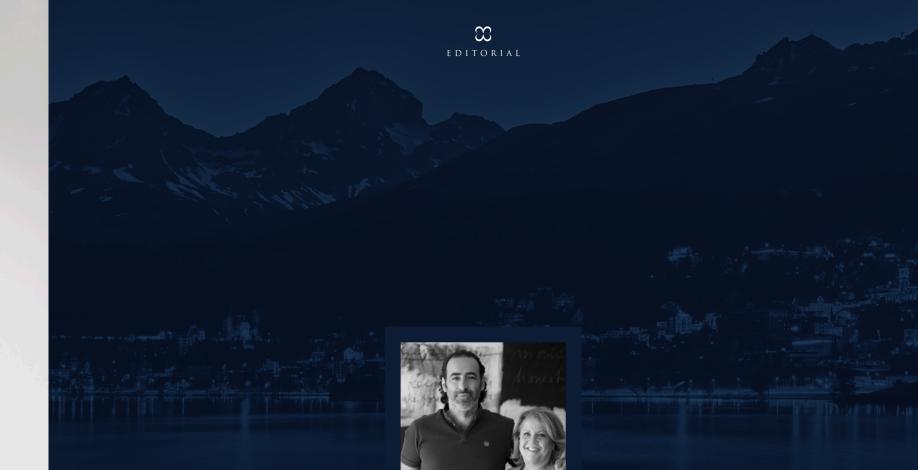
Maura Wasescha

FRANZEN & CASA

ART DESIGN ARCHITECTURE



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nce again, the winter season is under the banner of family, friendship, transmission and excellence. Maura Wasescha and Blush Editions are writing a new chapter in their shared history, and the fruit of this harmonious collaboration is a third issue that is sure to inspire readers. All the ingredients have been brought together to create a journey in which elegance, expertise, boldness and a spirit of adventure open up new horizons. The Wasescha family opens the doors of its most beautiful properties and invites you behind the scenes to take a look at new projects that are sure to leave their mark on the minds of tomorrow. It's all about sharing, because Maura Wasescha is more than just a company with a great sense of hospitality and attention to detail it's a family. We hope that these few lines will arouse your curiosity and that you will enjoy reading about us as much as we enjoyed creating this wonderful new issue.

Gregory Ayoun Founder of Les Editions Blush



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www.maurawasescha.com www.blush-mag.com

MAURA WASESCHA















MAURA WASESCHA

ST. MORITZ'S FIRST LADY OF HOSPITALITY

N TUSCANY TO GLAMOROUS SWISS ST. MORITZ. FROM MAGICAL MAURA WASESCHA HAS COME A LONG WAY. IN SWITZERLAND, SHE UNEXPECTEDLY FOUND A APPY PERSONAL AND PROFESSIONAL LIFE. EVERY WOMAN WOULD WISH FOR. IN THIS SECOND HOMELAND, SHE CAME IN JUST AFTER HER HIGH SCHOOL DIPLOMA TO TEMPORARILY HELP A RELATIVE KEEPING HER JOB, THE YOUNG ITALIAN IMMIGRANT HAS BUILT HER OWN SUCCESSFUL SWISS DREAM. BECOMING A RENOWNED AND VALUED FEMALE ENTREPRENEUR, FOUNDER AND PROUD OWNER OF HER EPONYMOUS FLOURISHING AGENCY FOR LUXURY REAL ESTATE SINCE 1998. A GIRL BOSS WHO SHOWS THE WAY TO THE NEXT FEMALE GENERATIONS. A BRAVE, HUMBLE, AND HARD WORKER WOMAN WHO BUILT HER OWN DESTINY. A HAPPY WOMAN: WIFE, MOTHER OF 4 AND GRANDMOTHER OF 2. BY HÉLÈNE BATTAGLIA

© photo Jürg Kaufmann

n St. Moritz, her adoptive hometown, everyone knows Frau Maura Wasescha. There, she is the First Lady of hospitality. After 45 years on the market, luxury real estate has no secrets for her anymore Since 1998, she is not only a top talented real estate agent but also a Swiss by adoption successful female entrepreneur and proud founder and owner of her own eponymous agency. A renowned and respected self-made woman grew up in a poor Italian family, who has reached the top thanks to her hard work, courage, and talent By herself From scratch Maura can indeed be proud of what she has accomplished in all those past decades. As a young Italian immigrant, with humility, she started as the bottom of the scale. "After my high school diploma. I went to Switzerland to keep my cousin 's workplace: she had a very bad car accident. In Switzerland, at this time, when you didn't show up to your workplace for 2 weeks you lost your job no matter which was the cause of the absence. So, I started to work at the station restaurant as a waitress." She has always been an unstoppable fighter who takes nothing for granted and has two useful life mantras which helped her a lot during the really hard times: the first one: Non mollare mai which means don't ever give up in Italian and the second one: I lose today, I win tomorrow. Even if she is now enjoying her deserved success, she always remembered how hard and great understanding of people. winding the road was, because she is a woman, Italian and talented. As many women, she had to go through a divorce at 25 years old and had to raise her two children alone as a single mother. This traumatizing experience made her stronger. For her children, she always wanted a better life, than the one she had, that is why to reach her aim, she stayed focused and

put all her energy in her work.

Her career in real estate started in 1981 as a housekeeper. Her employer, who was the head of Interhome, a Swiss firm that rented flats and villas, quickly spot her commercial potential, and gave her a chance to prove herself. He was right Maura didn't let him down Only a few years later, she was so good at her job that she was promoted to run the St. Moritz's office and was in charge of 78 people. Then she became the most successful real estate agent in the history of Interhome Europe and was called to reorganize the whole office of Barcelona. This welldeserved promotion, after years of sacrifices, dedication, and hard work, brought her to the decision to finally stand on her own feet and established her own agency, based in St. Moritz and specialized in luxury real estate, in 1998. She knew she was ready. « I was lucky enough to have superiors who let me work on my own and take on solo projects where I could learn from my mistakes. This is how I discovered the world of real estate, particularly luxury real estate. I studied new languages and applied my marketing knowledge to gradually create my own network.» In 25 years, the Maura Wasescha's Agency has become a real institution in town and, also worldwide. Maura did it. She is now a self-taught skilled renowned and esteemed businesswoman. owner of a flourishing business family with a winning philosophy: Reliability, being available 24/7, treating every person the same way from the cleaning staff to the billionaire, being humble. She is proud to have built a little financial empire that she is happily sharing, since a few years now, with her third son, Michael Angelo (25). which is an active part of the team and board. She truly couldn't ask for more. «The clients really like

Indeed, he now takes care of my clients' children, the next generation. » she explained.

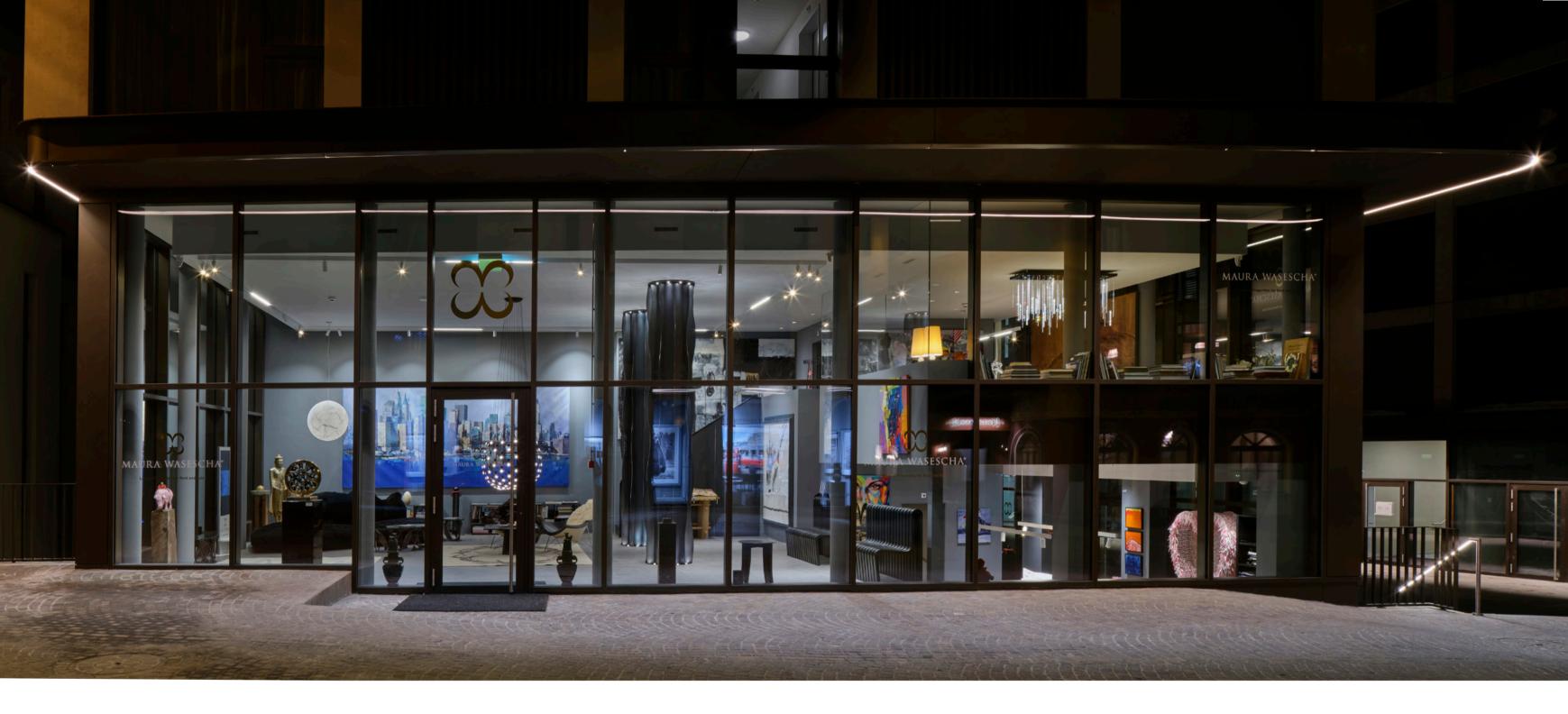
As his talented mother, he has inherited her one-of-a-kind ability to make the clients happy offer them a maximum wellbeing and connect them with each other so that interesting collaborations and friendships can grow. As the agency is resolutely in good hands Maura is now spending more time around the world overseeing properties. To be able to be always on top, in her free time, she likes practicing yoga to re-center herself and also cooking, which is a form of meditation for her. « After a stressful day I love to have dinner with my family and simply watch a movie together. We all have a lovely relationship with each other. My family really helped me to become the person I am today. It is my harbor. I also like to relax reading a book or to listen to classical music ». Enjoying time outdoors in the extraordinary and preserved nature that surrounded St. Moritz, whether walking or biking, is to her important to refuel her energy. In 2021, as an achievement of her successful long career and to share with her strong community her values and her fights, as the one for Sustainability of which she is a committed supporter, she has launched her annual lifestyle magazine published by French publisher BLUSH. A special gift to herself, her family, her clients, her friends. Maura Wasescha is definitely a leader. A one-of-akind female role model. A brilliant woman who has never forget her roots and who shows the way to the next generations. A proof that everything is possible if you work hard and never give up as she did.

that my son is involved in the business, because they see a continuity

MAURA WASESCHAAG NEW AMBASSADOR OF SLOW LUXURY AND MAXIMUM WELLBEING

FOUNDED AND OWNED SINCE 1998 BY MAURA WASESCHA, AN ITALIAN-SWISS EXPERIENCED, SKILLED AND TOP REAL ESTATE AGENT AND SUCCESSFUL FEMALE ENTREPRENEUR, THE ST. MORITZ-BASED MAURA WASESCHA AG IS DEFINITIVELY A ONE-OF-A-KIND AGENCY. THE LATTER IS NOT ONLY OFFERING LUXURY PROPERTIES FOR RENT AND SALE BUT ALSO, A MAXIMUM WELLBEING TO ITS CLIENTS. THANKS TO HIGH-QUALITY AND BESPOKE SERVICES AND ABOVE ALL, A PERSONAL, VISIONARY, AND UNIQUE WAY OF UNDERSTANDING LUXURY. PROMOTING SLOW LUXURY. THE ONE AND ONLY ONE KIND OF LUXURY, FULLY ENJOYABLE. BY HÉLÈNE BATTAGLIA





s Rome wasn't built in a day, it took Maura Wasescha a few decades of hard work and dedication to build her successful business story. 25 years after its foundation in 1998, her eponym real estate agency Maura Wasescha AG has indeed become one of the leaders on the Swiss market and worldwide. It is indeed now a flourishing company with strong and winning core values: Being respectable, available 24/7, having a great understanding of people, treating every person the same way from the cleaning staff to the billionaire and being humble. But not only. What really makes it different and stand out from the crowd, is with no doubt the strategic choice, made by the founder from the start, to become a pioneer and proud ambassador of the new and virtuous Slow Luxury.

At Maura Wasescha, often referred to as "the small real estate boutique", more than ever, quality wins out over quantity. Customers who rely on the agency, discover a true oasis of wellbeing, away from packed schedules and the frenetic pace of city life. If selling and renting is, of course, a big part of the job, taking the time needed to fulfill each client's requirements is a daily top priority for Maura and her team. Because the human side matters above all.

The Maura Wasescha's experience is unforgettable. The service offered is indeed bespoke and at supreme level. Maura is a perfectionist. This is surely one of the keys of her success. From the start, her mission has been to provide the maximum wellbeing to her clients. Like a tailor who adjusts the garments of her client to fit him/her to perfection, she is not satisfied until the client is not fully happy. The fact is that she truly considers her clientele as an extended family she wants to pamper thanks to a 24/7 concierge service that can take care of everything: from limousine transfer, skiing tuition, a gourmet chef to cook, organization of events in Switzerland or abroad.

MAURA WASESCHA 18 ince a few years, as the second generation has joined forces, the business has turned itself into a one-of-a-kind family business. For the Wasescha, hospitality is indeed a real vocation which passed on from a generation to the next. Michael Angelo (25), the third son of Maura is working with her for six years. "I am very proud to have him in my company and he does a really good job. The clients really like that my son is in the business because they see a continuity. Indeed, he now takes care of the next generation, my clients' children."

For him, it was natural to follow his mother's footsteps. How couldn't it be? He is lucky to have the opportunity to learn the job from one of the best on the market.

Michael Angelo, who entered in the family business, is determined to uphold the strong values which have allowed the agency to become an excellency on the international market. He has a natural tendency to empathize, which will make it easy for him to see things from the customer's point of view and will help him provide them with an experience tailored to their needs.

He will lead the company resolutely into the future and manage this miraculous history in keeping with the times. He has been a member of the Executive Board and the Board of Directors for over a year and is thus already taking on his responsibilities at a young age. With his young and hungry spirit, he inspires the company and the entire team.

Operating abroad, the Swiss agency is also very involved locally every year as main and proud business partner and sponsor of prestigious local events as Passion Engadina or Snow Polo. Supporting, giving back, sharing and caring is part of the job. A grateful and human attitude which makes a difference.





IN HIS WORLDWIDE HIT RELEASED IN 1987 'ENGLISHMAN IN NEW-YORK'. ENGLISH POPSTAR STING PROUDLY SANG 'I' AM ENGLISHMAN IN NEW YORK. ROOTS MUST NEVER BE FORGOTTEN. AT THE CONTRARY. THE LATTER MUST BE CHERISHED AND CELEBRATED. SWISS BY ADOPTION FOR OVER 40 YEARS. SUCCESSFUL FEMALE ENTREPRENEUR, FOUNDER AND OWNER, MAURA WASESCHA IS STILL AN ITALIAN WOMAN IN HER HEART. AND SHE ALWAYS WILL BE. THE FIRST LADY OF HOSPITALITY OF ST. MORITZ HAS INDEED KEPT A DEEP CONNECTION TO THE "BEL PAESE" WHERE SHE WAS BORN. AND ESPECIALLY WITH TUSCANY. THE LAND OF HER FIRST HOME EVER: THE PLACE SHE HAS SPENT HER CHILDHOOD AND TEENAGERHOOD. THE LAND OF HER ANCESTORS. DURING THE YEAR, MAURA OFTEN VISITS ITALY FOR BUSINESS OR FUN. BEING ITALIAN-NATIVE IS SOMETHING OF WHICH SHE IS SO PROUD. A BEAUTIFUL HERITAGE SHE HAS HAPPILY PASSED TO HER FOUR CHILDREN AND WILL SURELY PASS TO HER GRANDCHILDREN. LET US DISCOVER MORE ABOUT HER ITALIANNESS. BY HÉLÈNE BATTAGLIA

Your favorite Italian City? Florence.

Your favorite Italian dish?

I love all Italian cuisine which is the best in the world and, also known as 'the Mediterranean diet.'

The Italian recipe you love to cook the most?

the best in the world according to Parmigiano Reggiano 36 months everyone who has already tried it.:) aged.

The Italian song which makes you smile?

'La canzone del sole' of Lucio Battisti.

Your favorite Italian Fashion Designer?

Valentino and D&G.

Your favorite Italian author? As I read lots of books in three

languages, it is difficult for me to choose just one author.

Your favorite Italian singer? Lucio Battisti & Zucchero.

The perfume of your Italian childhood?

The lavender.

Your favorite Italian pastry?

The Cannolo (A cannolo is a tubeshaped Italian dessert that consists
Culture, history, art, mental flexibilof fried pastry dough stuffed with a sweet creamy cheese filling).

Lasagne and my Tiramisu, which is Your favorite Italian cheese?

The Pizza you always order? The Pizza Bianca (without tomato

Italian people in three words? Chaos, emotions, and gestures.

The Italian illustrious person you would have love to meet?

Leonardo da Vinci.

Your favorite Fellini's movie?

"La dolce vita".

sauce).

Your Italian happy place? The Dolomites & Ventimiglia.

Your secret place of Florence, your city of birth?

The Horne Museum.

What makes you proud of being Italian?

ity, creativity, and human warmth.

Your favorite Italian expression?

'Battere il ferro finché è caldo' which means in English 'Strike while the iron is hot."

What do you miss most about Italy?

The street markets.

What does it mean to be an Italian Mamma?

Loving without limits, caring cooking and the ability to let children go in their own direction despite the fear.

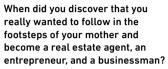
MICHAEL ANGELO WASESCHA LIKE MOTHER, LIKE SON

MICHAEL ANGELO WASESCHA IS STILL VERY YOUNG. HE IS ONLY 25 YEARS OLD. BUT DESPITE HIS YOUTH, A FEW YEARS AGO AFTER A STAY IN VANCOUVER, THE ITALIAN-SWISS YOUNG MAN HAS DEFINITIVELY FOUND HIS OWN PROFESSIONAL PATH. THE ONE WHICH CAN MAKE HIM HAPPY AND PERFECTLY FITS HIS PERSONALITY. FOLLOWING IN THE FOOTSTEPS OF HIS SUCCESSFUL MOTHER, MAURA WASESCHA, IS ABSOLUTELY WHAT HE WANTS TO DO WITH HIS LIFE. HE INDEED HAS INHERITED HER SPECIAL GIFT FOR REAL ESTATE AND PUBLIC RELATIONS. TO PROVE HIMSELF, HE ALREADY KNOWS THAT HE WILL HAVE TO WORK HARD FOR YEARS. BUT HE IS NOT AFRAID AT ALL. BECAUSE HE CAN RELY ON ONE OF THE BEST ON THE MARKET TO LEARN THE JOB AND BECOME A BRILLIANT REAL ESTATE AGENT, ENTREPRENEUR AND FUTURE OWNER. THE MAURA WASESCHA AGENCY IS IN GOOD HANDS. THE SECOND GENERATION OF WASESCHA IS ALREADY BUILDING THE FUTURE. WITH PASSION. DEVOTION. HUMILITY. PROFESSIONALITY. GENEROSITY. AS MAURA DID FOR DECADES. BY HÉLÈNE BATTAGLIA



MAURA WASESCHA
24
25





Back then, in my last year of training as an electrician, I didn't know what I wanted to do professionally in the future, so I decided to travel to Vancouver for half a year I lived there on my own for the first time in my life and had to find my way around on my own. I took a Cambridge English Diploma and prepared myself for any job prospects (also abroad). When I was in Vancouver for about 3 months, out of nowhere, I suddenly had the urge to ask my mother to do a stage (a high season) with her. So I called her and we pursued this to get out of your situation. But idea for weeks

How did you get ready for this new amazing but also challenging career you have just started?

To be honest. I didn't prepare myself much for it. My mother and I (the whole family in general) have a very close relationship with each other, which is why we both said from the beginning: If the private relationship should suffer because of the job, then I immediately would leave the company again to avoid destroying our relationship. Living alone in Vancouver, I was able to build up a lot of self-confidence and learn how to successfully make contact with strangers. This was certainly helpful for my entry into the company, as I was very young, and we were always getting to know new customers. But I think that I already had a good foundation for this work, especially because of my self-confidence and my personal qualities. But I also knew that I would have to work hard to prove that I was not just Maura's son and that I would find my own way in the business.

Which is the most important thing about luxury real estate that you've learned from your mother?

I would say that one should never be prejudiced against people and properties. It happens so often that you only realize later

how much potential there is in a property or how much there is behind a person. One should not be narrow-minded, and at the contrary, be open to everything. and always act honestly and humbly.

How is it learning from one of the best and successful real estate agent, female entrepreneur, and businesswoman in Switzerland?

Let's face it, I'm in a very privileged position. But if I didn't recognize this situation, or if I didn't work for it afterwards. I wouldn't learn anything, even though I probably have the best teacher in my mother. In the end, it's always up to you how much you want learning from my mother with her years of experience, observing her and tackling things together is the greatest fulfilment for me. I never take this for granted.

As member of the second generation of Wasescha, what do you intend to personally bring into the flourishing family business built by your mother during the last four decades?

I think the biggest challenge to master is not to bring new things into the company or to keep the company sustainable. It is a much bigger challenge to gain and maintain the trust of longstanding relationships with owners, clients, and friends. It is a great legacy that my mother has built, and I work every day with all my heart to continue it in the future. Of course, I launch new ways of working, media appearances and challenges for the company with new ideas, visions, and dreams, that is part of it for me. Because the worst enemy of evolution is stagnation!

Did you already have some plans for the Maura Wasescha agency?

When I came directly to St. Moritz and to the company after my stay abroad, I had no ideas or plans at all. I knew that I first had to take care of my status in the company and the Engadin area and that everything else would

follow later if I only tried hard enough. I understood early on that sometimes in life you have to trust the passage of time, and you have to believe that if you keep trying, everything else will follow.

What do you like the most of this job?

That's a difficult question, because my work is very diverse. It is certainly very fulfilling to be able to work with unique people, great entrepreneurs, and personalities. I work in a place with a unique history and nature worldwide. which is also very beautiful. The fact that I also get to travel abroad a lot and manage wonderful properties is very invigorating.

What are you exactly in charge of?

Besides being a member of the Board of Directors for over a year, my official position int the company is Deputy Managing Director. I take care of the sale and rental of properties, as well as their maintenance. I am also responsible for the team, work processes and finances. In our second job, where we take care of the interior design of renovations and new buildings, I work as a construction manager and coordinator between the different companies. So I certainly won't get bored! :)

How is your daily routine at the agency?

I come into the office in the morning and first greet our team warmly and occasionally enjoy a coffee together with everyone. As long as the morning is not already filled with appointments, I like to take time to exchange a few words with the staff and to cultivate interpersonal relationships. Lalso start the day by taking care of my email inbox and organizing the day with the team and my mother. Our opening hours are 8.30 am to 6 pm in the evening, but it often happens that me and my mother stay late in the evening, as we often can/are allowed to make calls etc. late due to our international clientele and the time difference.

Which professional skills of your mother do you think you have inherited?

Certainly, everything to do with sales communication and dealing with people. I learned a lot about marketing, positioning of a company and hospitality.

Which is the quality of your mother that do you mostly value?

The open-hearted interaction with people, regardless of their status or not.

Which is the quality of yours you are the proudest of?

I think my honest, direct, and open way of communicating.

Moreover, that being your beloved mother, has by chance Maura became a kind of mentor for you?

Yes, I think you can see it that way. I think it's important to have a mentor and someone to look up to. For me, among other people. my mother is certainly a mentor for me.

As you are still very young (25), are you sometimes afraid of not being able to reach the milestones you have set?

Of course, I sometimes have moments when I really think: bloody hell, do you know what you're doing? But those are rare thoughts, and they usually come when something else might not be going the way you would have liked it to. I'm glad that I sometimes have respect, that's part of the game. The important thing is not to start doubting, to always make an effort and stay honest with yourself and everything else. Then I think you're on a good path to go in the right direction in the future.





THE WINTER CHARM
OF ST. MORITZ

SNOW POLO WORLD CUP

WHEN WE THINK OF POLO, WE OFTEN IMAGINE LUSH GREEN LAWNS, RACY HORSES AND ELEGANT PLAYERS IN THE SUMMER SUNSHINE. HOWEVER, THERE'S A WINTER VERSION OF THIS ICONIC SPORT THAT COMBINES POISE, COMPETITION AND BREATHTAKING SCENERY: SNOW POLO ST. MORITZ. BY HELENA PERDOUX FRANCES



HEN ENTHUSIASM MEETS SKILL

Every year, on the last weekend in January, the polo elite gather in St. Moritz, Switzerland, to take part in the Snow Polo World Cup. This prestigious event attracts 20,000 enthusiasts from all over the world to watch the world's best polo players. This sporting event is much more than just a competition; it is also the scene of distinguished evenings, a showcase for the refinement that characterizes St. Moritz.

It was in 1983 that Swiss hotelier Reto Gaudenzi, enlightened by his friend Hans Peter Danuser, Director of Tourism in St. Moritz, launched the idea of a polo tournament on snow. They put all their energy into this ambitious project.

A WEEKEND TO REMEMBER IN 1985

The polo players arrive from Munich, Paris and Geneva. On the eve of the first match, Saturday January 26, 1985, heavy overnight snow jeopardizes the competition scheduled for the following day. Reto Gaudenzi, led by his tenfold energy, put together an unhoped-for logistical solution and defied the municipality's decision to cancel the competition altogether. He was rewarded by the presence of 130 journalists and a thousand spectators, whose enthusiasm could not be dampened by the weather conditions.

The following day, they were all treated to a sunny Sunday with ideal conditions. The world premiere of Snow Polo, and a trophy won by the Cartier St. Moritz team, make this an unforgettable success. The passion for this 2,600-year-old sport has been rekindled...

In addition to its impressive sporting organization, logistics and passion, Snow Polo St. Moritz is synonymous with elegance. Elegant spectators gather around the field to watch the matches while sipping champagne. This sporty, relaxed and sophisticated atmosphere reflects the spirit of St. Moritz.



ST. MORITZ: OPULENCE AT THE SERVICE OF SPORT

St. Moritz, the legendary Swiss ski resort, is much more than just a winter destination... it's a veritable paradise for mountain lovers and winter sports aficionados. Nestled in the Swiss Alps, this world-renowned ski resort has everything to seduce winter sports enthusiasts or those seeking invigorating relaxation... all in an environment synonymous with well-being and entertainment.

THE SPIRIT OF ALLEGRA

Allegra, the age-old Romansh greeting, a form of cheerful hello, is used by everyone in St. Moritz. For over 150 years, its inhabitants have made it a place for winter entertainment, such as the bobsleigh invented here at the end of the 19th century.

What makes St. Moritz so appealing is the perfect balance between a world of competition and a luxurious lifestyle, an interlude between sport and savoir-vivre. Snow Polo takes part in this parenthesis and opens it up to world-class polo players from the four corners of the globe, ready to battle for the legendary Trophée Cartier, Snow Polo's most coveted prize.

PLAYERS UP TO THE CHALLENGE

The Snow Polo World Cup attracts some of the best players in the world, ready to test their skills in a unique environment. Their horses, specially trained for this winter version of the sport, are true equestrian athletes. Competitions are fast-paced and uncompromising, thanks to the players' finesse, agility and precision.

RELAXED AND SOPHISTICATED, THE SPIRIT OF ST. MORITZ BRINGS TOGETHER

Beyond the festive aspect, the St. Moritz Snow Polo World Cup has a positive impact on the region. By attracting visitors from all over the world, it stimulates the local economy and highlights the natural beauty of this iconic location. In a way, the success of this event contributes to the well-being of the community.

A FEW FIGURES ARE BETTER THAN A FEW WORDS...

- 40 men for a total of 5,600 hours' work
- 2,600 tonnes of tents, fencing, grandstands and more
- Around 150 people, including volunteers
- Less than 3 weeks...
- A budget of CHF 2.5 millionA gain for the Engadine Valley of CHF 12 million

Snow Polo St. Moritz is much more than just a sports tournament. It's a celebration of competition, tradition and refinement, all set against the backdrop of the Swiss Alps. While the Snow Polo St. Moritz World Cup remains an exceptional adventure for all lovers of a unique experience combining sport, elegance and breathtaking scenery...

MAURA WASESCHA
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39TH SNOW POLO WORLD CUP ST. MORITZ 2024

This truly is an event of superlatives: with the world's elite players displaying top-class polo, set against a uniquely stunning mountain backdrop, teamed with an unparalleled supporting programme. Other players in the spotlight in addition to "Pelon" Stirling are Fred Mannix from Canada – without a doubt, one of the best, if not the best, amateur players in the world – and the Englishman Max Charlton, who for many is the best player on snow. Meanwhile, the reigning FIP Polo World Champion Pelayo Berazadi (Spain) will certainly have a lot of say in the final result. Spectators flock to Lake St. Moritz in their thousands every year. While the Engadin is slowly getting ready for the winter season, preparations are in full swing for the region's top winter event: from 26 to 28 January 2024, over 20,000 lovers of action-packed polo will once again gather for a one-of-a-kind get together on the breathtakingly beautiful frozen Lake of St. Moritz

In addition to long-standing sponsors such as Maura Wasescha, Mauritius, Kessel/Maserati and Sprüngli, as well as all of St. Moritz's five-star hotels (Badrutt's Palace, Kulm Hotel St. Moritz, Kempinski Grand Hôtel des Bains, Carlton Hotel, Suvretta House, and the newly opened Grace La Margna), various new sponsors and partners are supporting the Snow Polo World Cup St. Moritz, including the exclusive Swiss catering company GAMMACATERING as official VIP hospitality marquee partner.

www.snowpolo-stmoritz.com

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Edel&Stark
LUXURY CAR RENTAL



AN INTERNATIONAL MEETING DEDICATED TO CLASSIC ITALIAN CARS

THE 12TH EDITION OF THE INTERNATIONAL GATHERING OF ITALIAN CLASSIC CARS WAS DEDICATED TO LANCIA WITH THE PARTICIPATION OF DALLARA. BY HELENA PERDOUX-FRANCES

HAT WAS THE PASSIONE **ENGADINA 2023 ALL ABOUT?** First of all, Passione Engadina 2023 was dedicated to Lancia. The Lancia Pavilion was an unmissable exhibition, open to the public, of classic Lancia and rally models that traced the entire history

of the brand.

MAURA WASESCHA

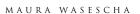
For the 12th edition, the streets of St. Moritz were filled with magnificent Lancia cars to celebrate this iconic Italian brand. Passione Engadina welcomed some of the greatest stars of motorsport who have written Lancia's history on the track.

FLASHBACK TO ST. MORITZ...

Passione Engadina, the international meeting of Italian classic cars, took place in St. Moritz from 25 to 27 August 2023. Passione Engadina dedicated this year's event to the Lancia brand. Indeed, Lancia has played a key role in the automotive industry thanks to its reputation as a manufacturer of elegant, refined and top-of-the-range cars. The Italian carmaker has also achieved great victories in rallies, demonstrating the excellence of its technologies and engineering and helping to consolidate its status as a prestige brand in the automotive sector.

From 19 to 27 August, Passione Engadina set up the Lancia Pavilion where, thanks to the generosity of some collectors and friends of Passione Engadina, the public was able to enjoy a splendid exhibition of 15 elegant classic Lancia and roaring rally models, completely free of charge.

Furthermore, during the Passione Engadina event, 4 magnificent Dallara racing cars were on display in front of the Kulm Hotel.





WINDESHAUSEN PREOWNED

UN NOUVEL ESPACE FEUTRÉ DÉDIÉ AUX MONTRES D'OCCASION ET A UNE LARGE GAMME DE BRACELETS DE MONTRES SUR MESURE.

HE END OF AUGUST 2023 WAS SYNONYMOUS WITH EXCEPTION IN ST. MORITZ

This 12th edition saw the return of the Julius Baer Rally, with an all-Swiss route that took the crews along some exceptionally beautiful mountain roads through the Albula and Julier Passes, finishing in the town centre St. Moritz. Cars could be admired before the morning start at the Signalbahn and, at the Rally finish on Via Maistra in St. Moritz, end of day.

During the morning, The special St. Moritz Challenge Cup trials took place once again in the centre of St. Moritz on Via Dal Bagn, an appointment not to be missed. Then, at the Kulm Country Club, the public could admire the cars on display and enjoy the awards ceremony, where Lorenzo Ramaciotti and the jury announced the winners of the Eleganza in Movimento contest.

Also, guests were able to meet three legends of motorsport and Lancia history, Miki Biasion, Juha Kankunnen and Christian Geistdörfer, who were present for an autograph session at the Kulm Country Club.

PASSIONE ENGADINA, FESTIVAL OF ITALIAN AUTOMOBILE ICONS SINCE 2012

Passione Engadina is a gathering of classic Italian cars produced until 1993, which has been held in St. Moritz every year since 2012, around the last weekend of August. Each edition welcomes a different Automotive Brand as Guest Sponsor.

PASSIONE ENGADINA IS ADEPT AT UNITING ITS FANS

The highlights of the 12th edition of Passione Engadina, which made it a truly unique event, included the Ladies' Cup, a rally exclusively for female drivers. There was also the Julius Baer Rally, which took classic cars through the most beautiful mountain passes between Switzerland and Italy, and NextGen, a project dedicated to young talent - in the field of entrepreneurship, but not only - on the European and global scene.

Over the years, however, Passione Engadina has developed a community of fans and enthusiasts who actively organise parallel events throughout the year.

PASSIONE ENGADINA IS COMMITTED TO THE PRESERVATION OF FORESTS AND MOUNTAIN ROADS

Passione Engadina also supports Pigna Verde, the project for environmental sustainability aimed at preserving mountain forests and roads through a conscious use of timber from Engadine forests (more information is available on www.pignaverde.swiss).

THE TALENT NEVER STOPS

There is no doubt that the 13th edition, which will take place from 23 to 25 August 2024, will enhance the reputation of Passione Engadina and win back the enthusiasm of the public.

www. passione-engadina.ch





ROGER OVER AND OUT

FAREWELL TO THE BALLETIC AND GRACEFUL ROGER FEDERER. BY RICHARD ALDHOUS

lthough it was inevitable, when the stage came for one of the greats of the sports world to call time on his own career, Swiss tennis legend Roger Federer's announcement still brought about a state of collective shock.

It's been the case for well over a decade now that the 41-yearold embodies not just prowess as a tennis player, but as a cultural icon – someone who has ripped up the record books in a mode of graceful perfection.

Federer did things on a tennis court that no-one has done previously – his power, poise, purpose and punishing ability to keep going way beyond the point where many would have quit. And unlike so many others who went before him,

the Basel-born athlete conducted himself with grace, with a sense of immaculate class, and always as someone who appeared to love every moment on grass, clay or hard court.

"I always said I would carry on until the very last point I could," said Federer, in the immediate aftermath of his retirement announcement, "and I feel I have done that.

"I don't think there's anything much left to give – I am done, but only in a good way!"

Of course, mourning the cessation of a sporting hero might be said to be something of a selfish act. It is the realisation that there are no new chapters to come none to experience nor to revel in. In the case of Federer though,

a professional for 20 years who recorded his first Grand Slam victory as a ponytailed 21-year-old at Wimbledon 2003 (as he saw off Mark Philippoussis in straight sets), during my career," he says. "When the legacy of competition will fill any future void.

Whether you knew him as 'King Roger,' or 'Fed-Ex (Federer Express),' the name always came second to the nature of his play. Federer made tennis something of an artform - a magnificent and monumental talent who, on many occasions, was simply unplayable. That was certainly the case between 2003 and 2008 at Wimbledon and the US Open, where he lost just twice. He didn't so much as participate in a way that was competitive or ruthless, more he demonstrated theatre which wouldn't have been out of place on Broadway.

It's not something which is lost on him, either. "I was always fascinated by movement, and it's something I thought about a lot you are moving during a rally, the shot looks so much nicer. It really

"People like to see a tennis player using the court, the ball, the opponent – so, that's what I've always done. I certainly have found so much satisfaction in the artistic beauty of the sport... more than any other I can think of, certainly."

"Put another way, I don't think anybody goes to watch a game of tennis to see two players standing upright and stiff," he laughs. "So, I saw the majesty and the beauty in gliding and movement I understood it and I decided to play that way."





ederer was, of course, a pivotal third of the Big Three. Joining him in tennis's triumvirate was the effusive King of Clay. Spaniard Rafael Nadal: and The Joker, Novak Djokovic, who has also been described as a wall in the sense that it's almost impossible to get the ball past him

That arguably the three greatest tennis players ever to have lived were forced to share the spoils during the same period, might be seen as somewhat unfair: vet for Federer, the power of competition was the thing that ultimately drove him forward. "I never wanted to win prove a point to yourself with every easy," he admits. "I never satisfaction in turning up and smashing some guy around the court.

"To win in a way that feels worthwhile must be the very first thing a sportsman aims at. If you don't reach the personal satisfaction of having had to battle and fight for your reward in life, then I don't see how you can ever feel fulfilled.'

Ultimately though, Federer's trophy haul was severely impacted by those around him. The result is that the Swiss maestro departs the sport on 20 Grand Slam wins – one behind Diokovic and two short of Nadal's total. To be the first to have made it into the twenties is something he can claim as his own, however. He is also second on the all-time singles tournament wins list, totally 103. That's six short of American Jimmy Connors, but 11 clear of Nadal, and 13 above the total achieved by Djokovic.

"I think after a while titles become secondary to what it is you are trying to achieve inside you," he says. "Of course I kept counting every win and the thrill I got from it was always the same as the first one – every one meant a huge

"Yet as the years progressed my goals changed; and certainly towards the end my aims were to keep pushing, to come back from injuries, to prove I could still hit the shots I was 10 years ago. I think that evolution is natural whether you are a sportsman or not – you are battling age and wanting to sprint or serve or forearm smash."

"A while ago I realised I had nothing more to prove to myself or anyone else, and at that point you know you have probably done enough.

Federer departs knowing he is the only player in history to have won at least three majors in one season, and he did it on three occasions - in 2004, 2006 and 2007. They were the same titles too: the Australian Open, Wimbledon and the US Open

The French Open was going to be difficult to capture when coming up against serial Roland Garos champion Nadal. Yet in 2009, he finally broke the Spaniard's run to capture that elusive fourth different Grand Slam and place himself in the record books forever.

Federer reveals, "That was the one victory I was most relieved with. That was the toughest tournament to win, and I knew then that no

matter what I would go on to do in the rest of my career, nobody could take the 'Slam' away from me."

"It was amazing for Robin Soderling to say at the end of the match that I was the greatest player in history. I have never believed that myself nor thought of myself in that way and I still don't know if it is true. Sometimes all you look for is respect and recognition in your life, and that was one of the nicest moments in which I found it."

It's natural that the French Open win would come near to the end of a period in his life when his proliferation of wins was at its highest - the period 2003 to 2010 - during which time Federer clinched 16 of his 20 major titles. Indeed, up to that 16th triumph at the Australian Open in Melbourne, Federer only failed to make at least the semifinal on one occasion. Of course. it was in the French Open.

In that timeframe he lost only 10 matches in Grand Slam tournaments, reached six finals and was one of only six names on the 27 trophies handed out in that era. Being five years Federer's junior, Nadal would announce himself on the scene a couple of years later by winning at Roland Garos in 2005.

Indeed, the pair's rivalry was to last somewhere close to 15 years and 24 finals, with Federer winning 10. Yet 11 of Nadal's wins were on his favourite surface of clay, which he grew up on during his development in his home city of Mallorca.

It was certainly apt that the two titans of tennis who were in opposition on court for almost

the entirety of the previous two decades, were united together in a doubles partnership for the Laver Cup in September 2022, which saw Djokovic, Andy Murray, Casper Ruud and Matteo Berrettini as part of Team Europe, take on Team World at the O2 in London

Once the event was over on the Sunday evening, both Federer and Nadal were in floods of tears, albeit not because of the result. Instead, it was the realisation that one of them was hanging up their racket on an elite professional level,

"Sometimes careers fade away gently - on other occasions you leave on a big win or a big gesture," says Federer

"When your rivals become your teammates. I think that really sums up what has gone on for the past two decades; namely that we have all been in the club together."

"I put so much of my own success down to being pushed and the very final moments of a career. you can say you are teammates and totally together."

In retirement, Federer has promised fans he'll never be too far rienced that feeling of stepping out away from the sport, yet exploring new avenues is clearly something he feels he will relish. "After suffering with injuries, particularly my knee. I look forward to being able to live a life that doesn't factor in the physical disappointments that come with being a sportsman,' he says. "I am excited about a free schedule, about enjoying a meal without counting calories, and of course the thrill of spending more time with my family is very special," he says, referencing children identical twins Myla and Charlene (both 13), and Lenny and Leo (bot height), plus wife Miroslava. 'Mirka' is herself an ex professional tennis player – the pair met at the Sydney Olympic Games in 2000 when both were competing for Switzerland.

the next chapter in my life brings forward.

"Naturally I am nervous about what that reality is. I haven't expeinto the unknown since I first turned professional, and there is something freedom and security – Fed is inherently scary about it."

"There's absolutely nothing more I have loved than winning tennis matches, and there is no greater comfort I have taken than to have this life; but it's time to experience new things and. I hope. find success and contentment in something else."

Certainly, it is Federer's honesty and transparency that has endeared him to so many, and should open a plethora of doors going

His passions are many and varied – Federer is a passionate about really know any other way to be!

multiple business interests, and has been known to like golf, skiing, music – his favourite artist is Lenny Kravitz – and playing cards. His motivations are still as strong as they were the first time he nicked up a tennis racket, and with the worth an estimated \$550million he can make a mark in whatever feel he desires.

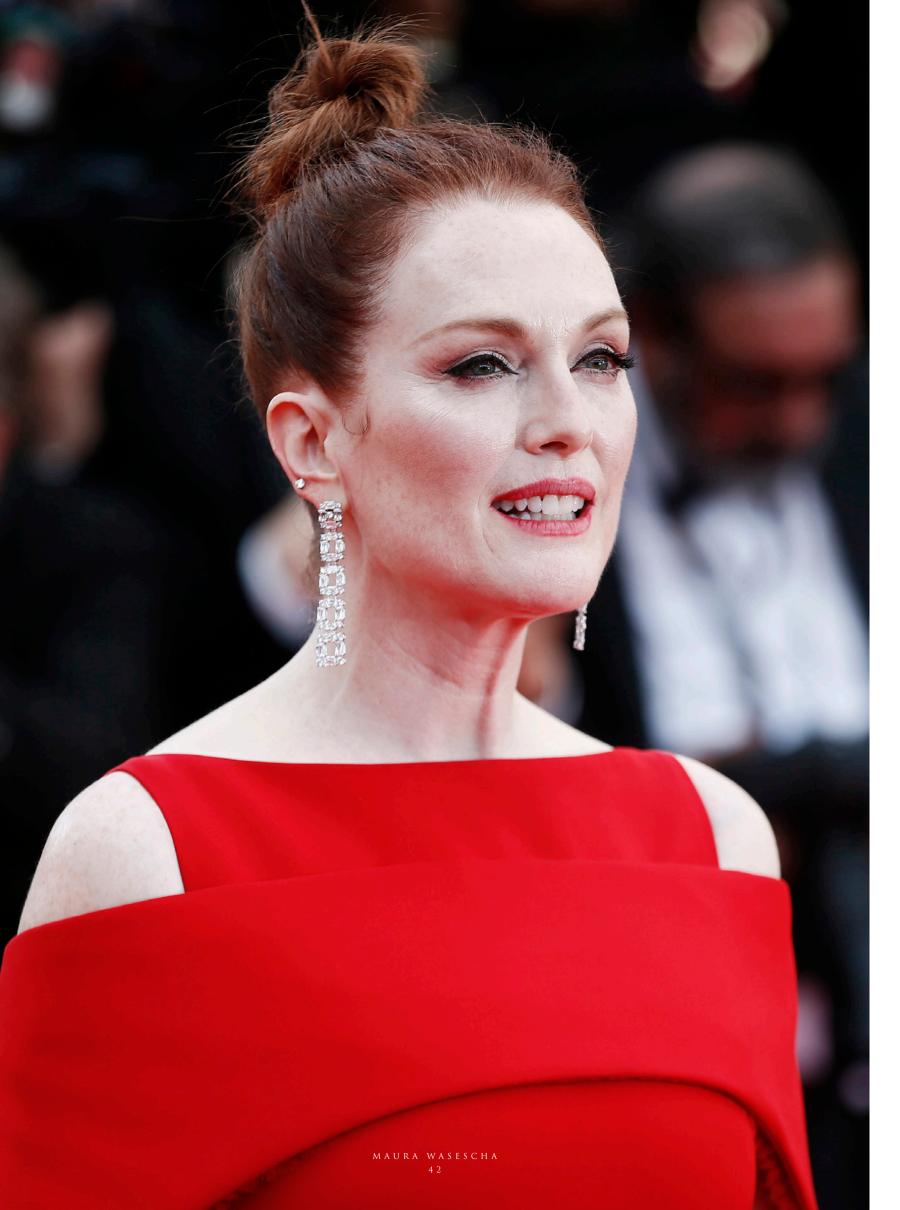
"Realising I can achieve happiness from so many things other than tennis has been a bit of a revelation for me," he says. "Once I got to that place, and once I was ultimately content with what I had achieved in the sport, I knew it would be okay to move on and that I wouldn't miss playing the sport."

"It may not be possible to replicate the joy, entertainment, spark, verve and vigour, but I am still young, and I know I will try. I don't



MAURA WASESCHA MAURA WASESCHA

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J U L I A N N E M O O R E

JUST A LITTLE MOORE

AS TIMELESS AS FILM CAN SEEM SOMETIMES, IT IS ULTIMATELY THE STARS WHO EXEMPLIFY WHAT IT IS WE LOVE ABOUT DRAMA; AND IN CELEBRATING OVER THREE DECADES OF GAME-CHANGING, OPINION-FORMING FILM AND TV, JULIANNE MOORE HAS PLAYED A ROLE GREATER AND MORE IMPORTANT THAT THE VAST MAJORITY OF HER CONTEMPORARIES. BY PAUL DARGAN

hen Julianne Moore won the Oscar for Best Actress in 2015 for her moving portrayal of a woman afflicted by early-onset Alzheimer's in Still Alice, it was fitting recognition for someone regarded as one of Hollywood's most gifted stars.

For the best part of 30 years, Moore has been turning in one brilliant performance after another and her film biography reads like a rock star's greatest hits roster that includes Far from Heaven, Boogie Nights, The Big Lebowski, Magnolia, The Hours, Children of Men, A Single Man, and The Kids are All Right.

She's earned four Oscar nominations along the way and continues to unearth inspiring roles despite the fact she's recently passed the 60 mark.

In a way, age doesn't perplex the North Carolina-born actress. "I have always looked 50 and hopefully I always will," she jokes. "I am just one of those people who has a constancy to the way they look; but that's about where I want the regularity to end. I want my

roles to keep on evolving – I want to keep changing and improving as an actress, and I do genuinely think that in this new world of equality and opportunity, that is something I can do."

"I didn't quite have that same faith in the industry a decade or two ago, so I will take that positivity, and I will move forward, because maybe the best is yet to come!"

Certainly at the age she is at, Moore is undertaking projects that spell hope, expectation, bravery and fulfilment. She would never hold herself up as an exemplar to the industry – neither does she have the self-importance nor the bravado to carry off such a tag – but as an individual, you sense the actress is delving even deeper into her scripts so as to produce work that no longer relies on renumeration or awards, more a sense of validation from within.

Away from the flashbulbs and the camera, Moore, who moved around a lot as a kid, admits she is looking forward to ripping up the rulebook more over the next few years.

"As you get older, you realise that for as much as you want to achieve and more forward, it's also vital to give yourself a break. My childhood was always full of change and, I guess, a certain amount of instability, so as a result I ended up learning how to be very protective of myself, and I adapted very quickly to new situations."

"As an adult I lost a lot of that — I fell into a very uniform way of being, and that's not really me. So I am looking forward to getting back some sort of unpredictability, because I believe that is very healthy for the soul. I want to learn again how to reinvent myself over and over."

And yet, by Moore's own admission, the reinvention won't take her out of New York. "Some basic elements must always stay the same," she laughs. "I've always loved my life in New York, and we have so many friends here and a real sense of community."

"I also crave the regularity of a good diet, good health and wellbeing routines, and perhaps I am lucky to have been blessed with good genes." "I worry about my age a lot less now and I think that is because I have such a solid approach to staying in shape. That means all the basics – going to the gym, drinking plenty of water, eating a balanced diet, not doing anything to excess."

"It all adds up to me being extremely grateful at being able to enjoy a beautiful life with my family while also being able to keep doing interesting work."

Best known for dark, complex, and sensitive performances, Moore admits to being sensitive to a lot of society's issues, from poverty to gender and equal rights and the struggle against discrimination in all forms. "When a character comes along that offers me the chance to explore those elements in some way, I tend to find it difficult to resist getting involved!"

"Society is certainly much better off for the complex characters that inhabit it, right? I've often portrayed gay women in films, with the angle of proving that your sexual preference doesn't make any difference when it comes to who you are as a human being."



Despite that, we remain stuck in so many of the preconceptions and attitudes of the past. I recall when I was in high school in the seventies that a lot of kids I knew were questioning their sexuality, but no-one even dared to think about coming out. Even today although it is a slightly sensitive issue for some, a lot of progress has been made."

"Through life, we all learn to become students of human psychology," she continues. "We learn to recognise and analyse all the masks that people put up in different situations and how human behaviour is so complex and variable. Do we ever master it completely? No! And yet, it is a journey worth taking."

Such a position means commercial success has never been a great pull for Moore, who is married to director and producer Bart Freundlich – the couple have two children together. "I think when you go back home to a happy, settled, loving environment, you realise all those other trappings from the industry are worth, really, very little."

"Sometimes people express suryou are part of a big production with a big budget and a huge promotional machine, it's something else. It's a huge experience and it's great to be involved in that. And yet you can very easily get lost in the magnitude of it all. Sometimes it's just much nicer to be part of a project in which you feel integral... like to the rank of Colonel before family; like a small independent film, in which you're simply doing it influenced her perception of people for the art, and nothing else."

Such a position explains low-positioned projects in recent years including The Woman in the Window. With/In, Dear Evan Hansen and The qualities and different masks we Glorias, with the latter yielding just \$30,000 at the box office.

What goes against such a settled philosophy is the fact she remains such a big draw for directors and casting agents – there will always be another The Kingsman or Hunger Games waiting in the wings, "I don't want to keep climbing the mountain, but I do like the thrill of something important and fuelled by big ambitions, so I keep trying to tread that line. Sometimes I get it right, sometimes I don't."

"Certainly, what is true is that the older I get the more I want to choose projects that make me happy and preserve my health...

prise when I say that. I mean, when and to be honest I've always taken that kind of approach. It's art over

> The fact Moore's early years were as an "army brat", as she calls it – her father Peter was a paratrooper for the United States during the Vietnam War and rose becoming a military judge – surely and, by association, art. "One of the greatest lessons I learnt from moving around so much was how mutable human behaviour really is. We have a lot of chameleonic wear according to different situations and moments in our lives."

"I will never forget going from one school where people would dance a certain way and then to the next one where they danced in a completely different way."

"I would also see how girls and guys had completely different ways of relating to each other or the way they would ask each other out on dates - it would vary from city to city.

"All those experiences teach you how varied human behaviour can be and so it makes you that much

more aware and sensitive to the human personality and being able to change yourself as an actor and reinvent yourself to suit each character you play."

Travelling around also gave a young Julianne Moore the tools by which she could be protective of herself, even if that meant creating a new character each time. "You learn to reinvent yourself over and over again. So for me it was like a training school for how to be an actor and I know a lot of actors who a wonderful memory to look back moved around a lot as children or teenagers."

When Moore finished her studies in Boston, at a fine arts school, she knew New York was the next destination and, she hoped, the chance to act on stage. "I did a few off-Broadway shows and then I found regular work in the soaps. My career has evolved in ways I couldn't have imagined, but New York has fully become my home and my base; my refuge, if you like."

"There's so much going on in the Big Apple that actors aren't as obsessed over as they are in LA. People will greet me and talk to me but it's almost always very polite and respectful, and my children have grown up with

the idea that their mother has this job which draws attention, but doesn't impact who she is or, more importantly, who they are: and that's very important to me."

While a solitary Oscar win certainly doesn't represent adequate reward for an incredible career and undisputable commitment towards her craft, Moore admits that gong for Still Alice retains a special place in her. "It's an incredible feeling that doesn't go away, and it's on; but ultimately it doesn't change vou minute by minute. You still get up the next morning, make sure the kids get off to school, and think about your next job!"

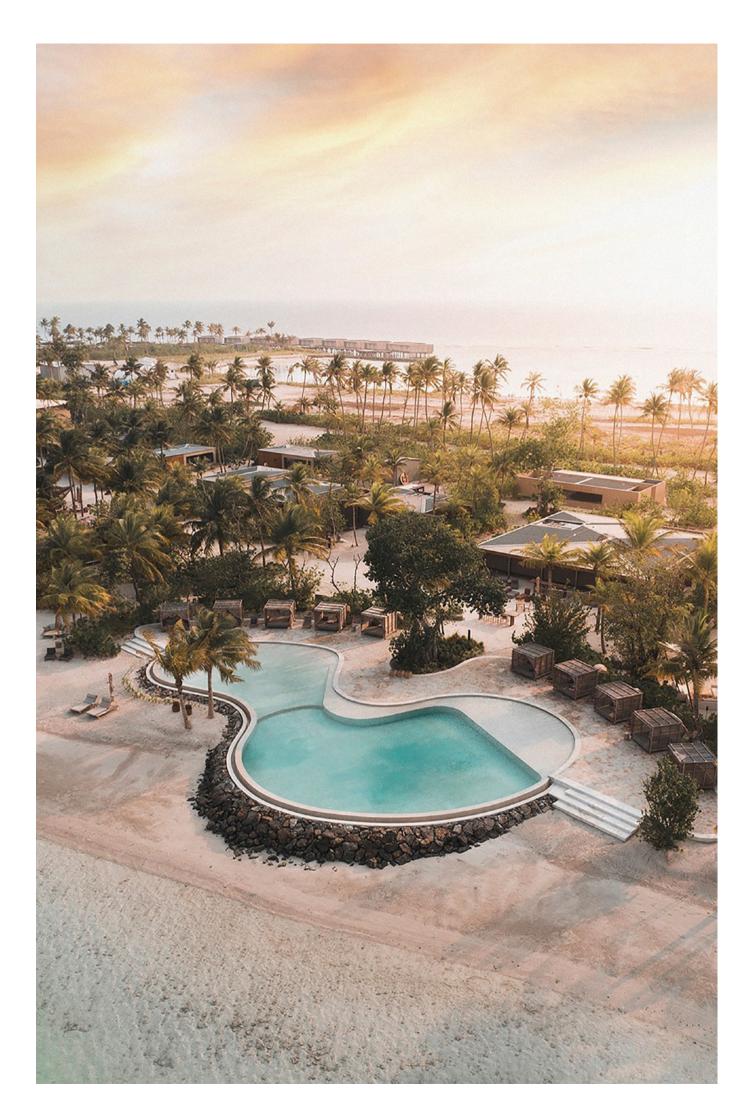
"We can't take this whole thing too seriously – of course I feel relieved that I'm still working, but who doesn't? Does anyone really want to stop working aged 40? I don't know anyone like that."

"Ultimately, my goal when I was young was to be able to find good work and make a living. I am still doing that, so how can I be anything other than content."

MAURA WASESCHA

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ONE LUXURY WHERE DREAMS BECOME JOURNEYS

AN INTERVIEW WITH CEO AND FOUNDER DOMENICA GRACI. VIP TRAVEL EXPERT, CEO AND FOUNDER OF ONE LUXURY GMBH.

ne Luxury – a synonym for luxury travel agencies for high-end luxury travel and customized dream trips, with a focus on 5-star luxury hotels and unique luxury all-inclusive tours, One Luxury represents perfection and quality. Individual desires are always taken into account at all times.

In this exclusive interview, we dive into the fascinating success story of this extraordinary travel agency together with Domenica Graci, the founder and new openings ourselves. CEO of One Luxury. She will share with us her vision and passion that have made One Luxury a globally recognized brand for sophisticated travellers. We will discover how One Luxury is redefining the luxury travel industry, creating unique travel experiences and the exciting visions for the future that drive this remarkable entrepreneur.

What vision and mission drives One Luxury as a luxury travel company, and how have these evolved over time?

have an unforgettable vacation. We offer a professional service starting from the individual consultation to the organization and realization of the entire dream trip. In addition, we offer our customers an all-inclusive package and assist with scheduling the smallest service where our staff is always available to answer questions or help with any difficulties.

How is One Luxury different from experience-based travel at its finest. As one of the leading luxury travel providers on the market, and what are your competitive advantages?

My team and I know almost all of our hotels personally and have visited them ourselves. Therefore, we deeply know which hotels fit our clients' wishes and ideas and can therefore create unique offers that are individually designed for our clients. We visit our hotels regularly, inform ourselves personally about innovations and are also present at the most exclusive

Which exclusive partnerships or accesses does One Luxury offer its clients to create unforgettable luxury experiences?

First and foremost, we can rely on personal experiences and contacts in all our destinations. Thanks to our excellent contacts with our partners around the world and the impressive local knowledge of my team, we are well connected all over the world.

Which destinations and experiences are especially DG: Our main desire is to ensure that our customers attractive for your customers, and how do you select them?

Whether short trips in Europe, honeymoons in the Maldives, safaris in Africa or round trips in Asia, we offer the most beautiful dream hotels in the most extraordinary places and our team helps with the details from arrival, check-ins to a 24-hour emergency planning and organization down to the smallest detail. We also offer exclusive cruises with selected cruise lines, yacht charters or unique excursions. We also gladly take care of the private jet or helicopter booking

MAURA WASESCHA MAURA WASESCHA



Could you give us some examples of customized trips One Luxury has designed for clients in the past travel industry and establish "One Luxury"? that show the diversity of your offerings?

One of our last really extraordinary trips was a half world trip we organized for frequent clients of ours. A combination of Brazil, Chile, Argentina and continuing to the Fiji Islands, Australia and last but not least the USA. This involved unique activities such as a scenic helicopter flight over Sydney, safari in the Orange Mountains and a privately guided Amazonas-Cruise.

A key element of One Luxury is customized travel planning. How exactly does your company customize trips to the individual wishes and needs of your customers?

The first step is a personal consulting in which we first discuss the exact wishes and ideas with our customers. After that, our selected agency and hotel partners come into play to provide us with support regarding the realization of the individual travel planning.

How does One Luxury ensure that clients have access to high quality service and accommodation during their travels?

A network of partners around the world, with whom Which role does your personal passion for travel we have a long-standing relationship, as well as our team that has personally travelled and lived in the destinations, provide unique opportunities for collaboration for our destinations.

offer clients in terms of transportation, such as private jets or luxury cars?

We are happy to help arrange any means of transportation from luxury cars, private jets but also yachts and exclusive cruises for our clients. Maximum time saving, absolute privacy and first class comfort are our main priorities.

Which trends do you see in the luxury travel industry in the coming years, and how does One Luxury plan to adapt to them?

I would say one of the main trends is the tendency away from "package tours" and towards tailor-made trips. Our customers are looking for experiences that are customized to their exact requirements and wishes. They seek a personal point of contact where they feel well taken care of and advised.

Personally, what inspired you to enter the luxury

First and foremost, of course, my own passion for travelling, discovering and getting to know new places, people and cultures. Exceptional travel means the highest level of planning preparation and attention to detail. This is time consuming and requires a lot of planning and this is where we come in with our

What personal travel experiences have impressed you the most and how have they shaped your view of the travel industry?

A very special place that has expanded my horizons especially in terms of luxury travel is Dubai. For me it is truly a city of superlatives, starting from the countless luxury hotels, excellent restaurants but also the choice of activities such as yacht trips, desert safaris or pure relaxation in one of the exclusive beach clubs. Due to my Italian roots, my second home Italy is the country that has influenced me the most. The incredible hospitality of the Italians, the delicious food as well as the indescribable feeling of Dolce Vita are absolutely unique for me.

and luxury experiences play in designing One Luxury's strategy?

In our team, each colleague brings incredibly valuable expertise in all aspects. Starting with individual talents and years of experience in the luxury travel What special benefits or amenities does One Luxury industry, as well as unique experiences and insights in our destinations around the world is what sets us apart at One Luxury.

> One Luxury GmbH One Luxury is your trusted partner for all luxury travel with over 20 years of experience. We tailor every vacation personally and individually to provide you with unique and exclusive experiences.

All-inclusive package including everything from planning and check-in to our personal 24/7 concierge service Private jet and yacht charters

www.oneluxurv.de





DR. HALEY AND DR. GOLY ABIVARDI

TWO SWISS DENTISTS ARE CHANGING DENTISTRY

MEET DR. HALEY AND DR. GOLY ABIVARDI, SWISS DENTISTS INTERNATIONALLY RENOWNED INNOVATORS, AND ENTREPRENEURS HONORED WITH NATIONAL AND INTERNATIONAL AWARDS ARE CHANGING DENTISTRY.



et's discuss their dedication to improving oral health through their vision, passionate commitment, innovative concepts, and the founding of vVARDIS.

Haley & Goly, we are eager to get to know you both better. Tell us a little about each of you, what you love most, and a little bit about your family life and some insights into your upbringing?

If you imagine the most stereotypical Swiss family, that sums us up. We share a deep love for the mountains and enjoy hiking, skiing, and the simple joys of Swiss delights like cheese and chocolate.

H: Powerful role models deeply influenced our upbringing. Our mother, an entrepreneur, showed us the observed the impact of subpar oral health on their possibility of balancing a career with being a dedicated physical and psychological well-being. As healthcare mother. She often said, "If you have a vision, go for it. 'It doesn't work' doesn't exist."

G: Absolutely. She instilled in us the belief that the most beautiful achievement is bringing happiness to others. On the other hand, our father, a natural scientist, was a pioneer in sustainability, having written his thesis on the subject 60 years ago. He taught us the invaluable lesson that "Mother Nature always knows best."

Working as co-CEOs for years, how do you navigate your collaboration? Could you share insights into how you effectively work together?

working together for over 20 years! People often ask us why and how it's been possible. There are times when it becomes challenging, but we share the same vision and mission which is the main driver of our partnership: making people happy.

G: We have such a strong bond that we've cultivated over the years. This deep connection has enabled us to We even had our own music and fragrance. Unlike discover the most effective ways to complement each

Let's take a step back. Did both of you study dentistry in Zurich? Can you share a little bit more about that part of your journey and your early days as

G: Yes, indeed. We both attended school and university in Switzerland. We began with two years of medicine and then studied dentistry at the University

H. After graduating, and recognizing the importance of oral health for overall well-being, we wanted to treat children and contribute to their general health. This inspired us to lead a public pediatric dental clinic associated with primary schools in Switzerland, primarily for preventive care. While treating numerous children, many from low-income families, we professionals and mothers, it was heartbreaking to witness our patients suffering due to a lack of knowledge, awareness, or often, anxiety associated with dental visits. Those early experiences inspired us to develop a new concept of a fear-free dental clinic, specifically to ease the anxiety associated with delaying dental visits.

In 2003, you opened your first clinics, becoming the first Dental Service Organization (DSO, dental clinic chain) in Switzerland to establish a chain of clinics, even before the concept of a DSO was widely known

Indeed, around 20 years ago, we founded the first Swiss DSO and the first European fear-free DSO, with H: That's a great guestion. My sister and I have been an entirely new approach. This innovative concept combined state-of-the-art technologies and techniques with an unprecedented level of comfort and well-being for patients. For the first time, all specialists could be found under one roof with extended opening hours, until 9 pm 7 days a week, with a walkin concept. We created a unique experience, maintaining a consistent identity and design across all clinics. traditional clinics, we reimagined the entire patient's experience, putting the emphasis on overall health and wellness and delivering a SPA-like atmosphere as opposed to one of a dental exam room.

MAURA WASESCHA MAURA WASESCHA 5 0 5 1



Can you detail the process of turning this vision into a reality? How did you go about opening your first

At that time, we were quite young, driven by a vision, but faced the challenge of having zero patients and only a modest amount of savings from our previous jobs. Despite initial skepticism, this proved remarkably successful and within three years, we captured 14% of the market. Encouraged by our success, we further expanded by establishing new clinics both in Switzerland and abroad, even in India.

How did you develop the idea of vVARDIS.

G: We founded vVARDIS around 3 years ago, but the groundwork for our vision started almost two decades back. At the time our pediatric dental clinic involved in treating children with these experiences deeply affected and influenced us. That is why our vision has consistently revolved around practicing preventive care rather than relying on reparative dentistry.

H: In addition to our clinics, we led our own Dental Hygienists School, complete with its research center, facilitating various clinical studies. It was during this time, over 10 years ago, that we came across this groundbreaking technology offering a pain-free treatment for early decay, eliminating the need for a needle or a drill. This technology aimed to treat early decay using the same concepts and chemistry as our body does to create enamel—it is science mimicking

Growing up as the daughters of a natural scientist who taught us that Mother Nature knows best, we were fascinated by this innovation in the field of caries is reflected in our product design. The Alps also stand prevention and treatment. Despite advancements, this condition still affects 95% of the population. Motivated by the aspiration to make this groundbreaking technology available to everyone, we decided to sell our dental clinics. This marked the creation of vVARDIS, to make this technology accessible to everyone.

Tell me more about this technology. Could you explain how it works?

G: Caries is the world's leading disease, partly due to the unique nature of enamel—being the only tissue in our body incapable of repairing itself. The vVARDIS technology is capable of regenerating enamel and arresting and reversing caries in its initial stages. This technology is available in all our products, with the highest concentration found in Curodont Repair, our leading product developed for use by dental professionals. With just one, pain-free and fast application, Curodont Repair regenerates enamel using minerals from one's saliva—a process mirroring nature's approach when enamel is initially formed. Currently, no other available technology can achieve this.

H: The vVARDIS technology restores lost enamel with... enamel, replicating the natural process. As our father emphasized in our youth, "Mother Nature always knows best."

Recognizing the value of this treatment aligns with your heart and vision, creating a perfect match. How can dentists incorporate this into their practice to offer better patient care?

H: Did you know that approximately 85% of patients in the dental chair have tooth decay in the early stages? This is often called 'watch area' by dentists because until now, there was no method to treat such early caries (also called white spots) without removing some healthy tooth structure.

G: Now, with vVARDIS technology, dentists and hygienists have a new and effective alternative to treat tooth decay before a cavity occurs, without pain, injection, or drilling.

Tell us about your daily oral care products. Do they have the same technology?

H: Our vVARDIS daily oral care line brings the same technology for at-home use. Containing our biomimetic science it nourishes, protects, and rejuvenates the enamel, helping to combat the signs of tooth aging. After using our vVARDIS Serum, a new white enamel layer is formed, leaving teeth looking naturally brighter and healthier while reducing sensitivity.

Is there genuinely "Switzerland" in the vVARDIS products, or do the names like Edelweiss, Aletsch, etc., just evoke a Swiss essence? Could you briefly tell us about one or two of your key ingredients, how they work, and the inspiration behind them? (Edelweiss Extract and Alpine Rose Extract)

The essence of Switzerland is deeply embedded in vVARDIS products. For example, our toothpaste is enriched with Edelweiss and Alpine Rose Extract, known for its antioxidant properties. The Swiss Alps play a significant role in shaping our brand. We draw inspiration from the simplicity and beauty of nature, which as a symbol of vVARDIS' pledge to create sustainable products that help promote oral health and well-being.

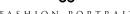
What lies ahead for vVARDIS and what pushes you to keep moving forward?

As we chart the future for vVARDIS, our commitment remains unwavering. We are driven by our vision of making this technology available for everyone to improve overall health through better oral health, recognizing the unfortunate reality that different populations do not receive the same level of care. Having effectively treated thousands of patients in Europe and the US with our vVARDIS pain-free and drill-free technology and making a difference in their lives, is what fuels our commitment and motivation.

The vVARDIS technology is progressively integrating into the curriculum of renowned dental universities in both the US and Europe. Additionally, the product is steadily gaining coverage through insurance plans, highlighting its increasing acceptance and accessibility. With every step forward, our commitment is to shape the future of oral healthcare, paying the way for a more inclusive and accessible era that promotes better oral health for all.

vvardis.com

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+ B E RYLL UNDERSTATED LUXURY FROM CALIFORNIA

WE SAT DOWN WITH PETRA BERG, CEO AND FOUNDER OF +BERYLL, A LUXURY CASHMERE BRAND BASED IN LOS ANGELES, CALIFORNIA. BORN AND RAISED IN AUSTRIA, SHE MOVED TO MALIBU, CA, TO EXPAND THE BRAND'S SUCCESS STORY. MOTHER OF TWO BEAUTIFUL CHILDREN, PETRA IS A SERIAL FASHION ENTREPRENEUR, AND SHE'S DETERMINED TO BRING +BERYLL TO ALL LUXURY ALPINE RESORTS IN EUROPE. WITH ITS SUPERIOR QUALITY, MINIMAL DESIGNS, AND UNDERSTATED LUXURY, +BERYLL CREATIONS ARE AN ALCHEMY OF PURE FORM, FUNCTION, EFFORTLESS STYLE AND CRAFTSMANSHIP.

an you tell us how did +Beryll started? a Cashmere and Silk collection. Taking over the years. +BERYLL was originally founded in Europe as an eyewear brand. The name +BERYLL derives from the Beryl stone, used in the 13th century as a magnifying glass. The brand quickly became coveted among Hollywood A-list celebrities like Brad Pitt, Angelina Jolie, Sharon Stone, Demi Moore as well as other industry trendsetters and well known stylist's. Following their success the brand expanded to the USA and formed new headquarters in Los Angeles, California. When I joined the brand in 2007, +Beryll began expanding into a lifestyle brand, launching

+Beryll has been around for nearly 30 brand in 2021, I relaunched the brand into a high end Cashmere Brand for women and men, now being sold worldwide in high end fashion stores and online.

Can you describe the range of cashmere products offered by +Beryll and what sets them apart from other brands?

+Beryll specializes in high end Cashmere products. A material that is natural, organic and feels amazing to wear. Pieces are designed to give you a feeling of wearing luxurious armor, a cocoon woven from warmth and light, carrying you through your day, your travel or wherever life takes you.







How do you find inspiration when designing new products?

Nature. My biggest inspiration for sure. The colors I see on my daily beach walks or hikes - the black and grays of rocks, the green of the kelp or the sage brush, the colors of the sand, the ocean and the sky. These are my big inspirations. And then the art world. My family has a history of collecting art, being involved in artists' lives and their work in many different ways - having them over for a home cooked dinner, curating exhibits or simply buying and enjoying pieces. Creating heirloom pieces taking on the owners per-Growing up surrounded by it, it was essential for me to connect with it, during my early years of attending the university and I found young, upcoming artists - or they found me - and got McKinsey & Partner on board to sponsor monthly exhibitions showcasing artists that never have been shown before. Some of them are now hanging on walls of renowned collections, galleries or museums. Art is essential for our society - it's a bonding material, keeping us together and also making us grow.

Can you talk about the quality materials and where do they come from?

Cashmere is not like cashmere. Wearing a +Beryll cashmere piece is like flying first class. Hard to go back to coach after. Our cashmere meets all the highest quality standards. First of all - it's the super soft feel and touch. I had people on airplanes petting my Cashmere Coat, haha! And then asking me which brand it is and ordering why still on the flight. But it's

not all just the looks. We work with suppliers who meet the highest cashmere standards - certified, sustainably sourced cashmere from farms where goats are treated responsibly, the environment is protected, and the social, ecological, and economic living conditions of cashmere farmers and their families are respected.

What's +Beryll's mission and philosophy?

Less is more. Understated luxury is everything. sonality, becoming key essentials in one's wardrobe, handed down to generations. +Beryll designs are known for their redefined fit, it's the "perfect" coat or sweater, the one you have been trying to find. Beside that it's the quality, not making compromises. A constant drive of curiosity leads to new, innovative materials nowhere else to be found. The minimalistic approach of just added what is relevant, or like Adolf Loos, the father of modern architecture said "Every ornament is a crime to true design"

Where can people find +Beryll near St. Moritz?

All our collections are available online on Beryll.com and we're also present at Ender Sport Trend Fashion AG (Via Maistra 26, 7500 St Moritz).

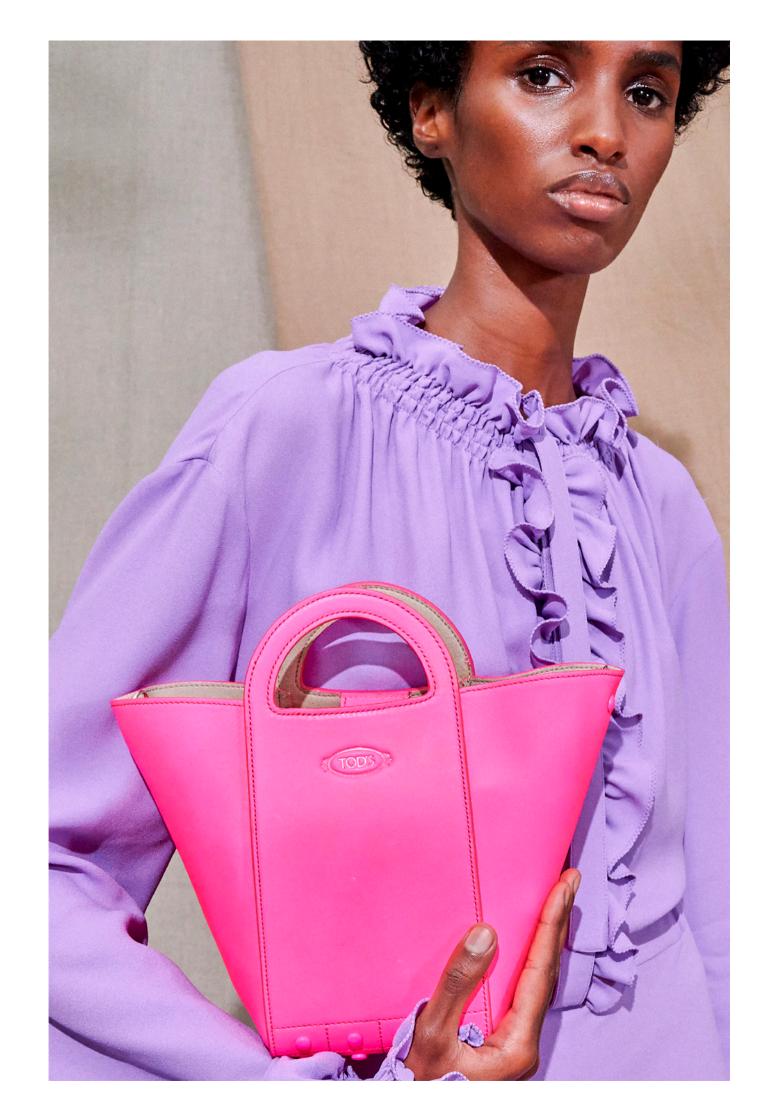




TOD'S GROUP

BET ON SOLIDARITY AND SUSTAINABILITY TO REACH THE NEW GENERATIONS.

THE TOD'S GROUP IS ONE OF THE MOST FLOURISHING EXCELLENCES THE MADE IN ITALY CLAIMS. A SMALL SHOES FACTORY FROM CASETTE D'ETE (SANT'ELPIDIO A MARE) IN THE MARCHES TURNED INTO A POWERFUL WORLD-RENOWNED HOLDING COMPANY LED BY SUCCESSFUL ENTREPRENEUR AND CHAIRMAN DIEGO DELLA VALLE AND OWNER OF THE LUXURY BRANDS TOD'S, ROGER VIVIER, HOGAN AND FAY. A LEADING COMPANY IN THE INDUSTRY OF SHOES, LEATHER GOODS AND READY-TO-WEAR, LISTED ON THE MILAN'S STOCK EXCHANGE SINCE 2000, WHICH ON LAST APRIL, HAS WELCOMED ITALIAN FASHION INFLUENCER AND DIGITAL ENTREPRENEUR CHIARA FERRAGNI AS A MEMBER OF THE BOARD OF DIRECTORS. A FURTHER STRATEGIC MOVE TOWARDS THE NEW GENERATIONS. BY HÉLÈNE BATTAGLIA









OD'S group would probably never have existed without the good intuition and the hard work of the one who started everything: Filippo Della Valle, father of Dorino (1928-2012) and grandfather of Diego, Andrea and Gisella, the third generation. of the twentieth century, started to product his own shoes and went by bike to sale them on the markets work and for quality, who became the proud owner of a small but blooming shoe manufactory. After years of learning side by side his father, his son Dorino took the reins in the 1940s.

He was visionary and brought the firm to the next level, putting the passion for hard work and high handmade quality he inherited, first. He was not only a great craftsman like his father was, but he quickly proved he also was an entrepreneur with a great business sense. He decided to reorganize the assets of A shoemaker from Casette D'Ete who, at the beginning the family business in order to get it ready to growth in a quick and safe way. His strategy went well. At the end of the seventies, his firstborn son Diego entered of the area. An Italian craftsman, with a passion for his the company. He brought freshness and new creativity which, mixed with the winning combination heritage and know-how, allowed to achieve the further step towards the international fame. He launched the luxury brand TOD'S and have the brilliant and innovative idea of the iconic-to-be shoe with its 133 rubber balls outsole - A perfect artisanal masterpiece handmade in Italy- that made the brand famous all over the world and became its signature. Shoes but not only anymore. In 1997, Diego introduced the first bag collection: the world discovered the D Bag, a classy bag named in honour of Lady D which soon became iconic. Fashionistas and celebrities loved it at first sight.



As collaborations and partnerships are important to the brand and to him. Della Valle has launched the Tod's Factory, a project which plans partnerships with celebrities, designers, artists...to create capsule collections. In 2019, TOD'S collaborated with fashion designer Alber Elbaz (1961-2021), former creative director of the French maison Lanvin for his TOD's Happy Moments and the same year, with Pelleteria San Patrignano the workshop of the notorious Italian Rehab Community. TOD's group is indeed one of their main sponsors because supporting people with addiction finding their way back home, is a real duty. More than ever, the powerful Italian group based in Sant'Elpidio a Mare, is looking forward to being involved in the social development area and in the fight to preserve the planet. Solidarity and sustainability are two of its priorities for next decades. Diego Della Valle want to build a real and positive relationship with the new generations. He wants to speak the same language. Social media is part of the plan. That is why he strategically welcomed Italian fashion influencer, digital entrepreneur and designer Chiara Ferragni as a member of the board of directors.

« I'm extremely pleased that Chiara Ferragni has joined the board of Tod's. Chiara's knowledge of the world of young people will certainly be precious» he said

The brand recently commissioned the talented Italian collage artist Luca Mainini to create a serie of animated artworks for Instagram. The American artist and painter Allison Zuckerman customized the Shirt Bag Circle. Not only celebrities like Katie Holmes, Jessica Chastain, Sienna Miller, Jessica Alba, Cate Blanchett, Jessica Biel, Jennifer Garner and Alessandra Ambrosio big fans of the brand. Della Valle is working hard to build together with his team a new image of the brand: arty and trendy not only that classy and chic it used to be. Dorino, who passed away in the 2012 at the age of 87 years and who really has loved to stay behind the scenes following his motto: "To create without appearing" would be surely happy regarding this new commercial approach which targets normal people with taste for quality, craftsmanship, beauty, art and culture. The TOD'S group which gives work to nearly 5.000 people, has just embarked on a new exciting journey. Stay tuned.

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atrick Garbini's interest in cashmere began in 2007 during a trip to Nepal. A visit to a local cashmere plaid and scarf workshop captivated him and in 2011 he created Maison PUREST. Since then, the brand has taken its place in the world of luxury, offering scarves, travel and home accessories hand-woven by Nepalese artisans and designed by creative director Saverio Palatella, in Milan. The result is a range of products that combine luxury and respect.

CASHMERE, AN EXCEPTIONAL FIBRE THAT **LOVES THE PLANET**

This fine, soft wool is one of the most sought-after natural fibres in the world, and its rarity makes it a symbol of luxury and exclusivity, as well as being ecologically sustainable because it is completely natural; an aspect reinforced by PUREST's spirit of innovation and perfectionism, which lies at the intersection of craftsmanship and eco-responsible (r)evolution. Cashmere has become the symbol of respect for the environment for lovers of conscious fashion.

PUREST, THE ART OF WORKING CASHMERE

The Swiss brand PUREST, based in Lugano, was conceived with a simple yet complex objective: to create exceptional pieces from this noble fibre, based on the three fundamental pillars of Patrick Garbini's thinking: quality, sustainability and innovation.

Undeniably superior in quality, PUREST products are made from the finest cashmere from the plateaus of Chinese Inner Mongolia and Mongolia, a region renowned for the quality of its wool. Each piece is hand-woven on traditional looms to ensure unrivalled softness and exceptional longevity.

Sustainability is the ultimate goal that Patrick Garbini and his team have set for themselves. They are determined to minimise the environmental impact of their business. To achieve this, they source their yarns from trusted partners known for their respectful production and the technical expertise required to produce quality yarns that meet PUREST's ethical standards. But that's not all... For finishing processes such as dyeing and final washing, which are essential steps in achieving a soft fabric, PUREST relies on pure, soft river water from the Himalayas, where no chemicals are used. In doing so, PUREST's production passes quality controls carried out by independent

Innovation is synonymous with PUREST, which is not only concerned with perpetuating traditions, but also seeks to innovate in the world of cashmere, and not just thanks to its creative team in Milan. With the help of BluAct, a spin-off from ETH Zurich, a new filtration technique has been developed in the PUREST workshop in Kathmandu. Waste water from the dyeing process is filtered before it enters the sewerage system. So why not imagine a new source of irrigation or the possibility of a new dyeing cycle?



PURES

OR THE ELEGANCE OF CASHMERE

REDEFINED BY ITS FOUNDER,

PATRICK GARBINI.

CASHMERE HAS LONG BEEN SYNONYMOUS WITH LUXURY, SOFTNESS AND

REFINEMENT. BUT WHEN IT COMES TO THE PUREST BRAND, CASHMERE TAKES

ON A WHOLE NEW DIMENSION... A DELICATE, HIGH-QUALITY EXPERIENCE THAT

COMBINES TRADITIONAL CRAFTSMANSHIP WITH AN AVANT-GARDE VISION OF

STYLE. BY HELENA PERDOUX FRANCES



PUREST, A SINGLE NAME FOR RESPECTFUL LUXURY

Patrick Garbini is much more than a lifestyle entrepreneur. He is a visionary who has combined his passion for travel and cashmere with a vision of sustainable and ethical fashion. His determination to conserve natural resources and promote environmentally friendly practices in the fashion industry makes him an inspirational leader. PUREST has launched its Green Book... certainly a statement of intent, but more than that, a reflection of an acute awareness of the urgency of sustainability, translated into concrete action.

Working closely with some of the world's most prestigious luxury brands, PUREST excels at creating unique, bespoke accessories. These pieces perfectly reflect the brand image of its prominent partners, who then offer them to their customers or sell them in their boutiques.

CHOOSING PUREST MEANS OPTING FOR LUXURY, COMFORT AND ENVIRONMENTAL RESPONSIBILITY

PUREST embodies the very essence of cashmere: an exceptional natural fibre combined with timeless elegance. A renowned commitment to quality, sustainability and innovation has made it a benchmark in the world of cashmere fashion. You can discover the world of PUREST and its values through the new Winter 2023/24 collection on the official website and at the Bongénie Grieder stores in Geneva and Zurich.

In a world in search of quality products and committed brands, PUREST is the preferred choice to invite everyone to embrace the softness of cashmere while preserving our planet.

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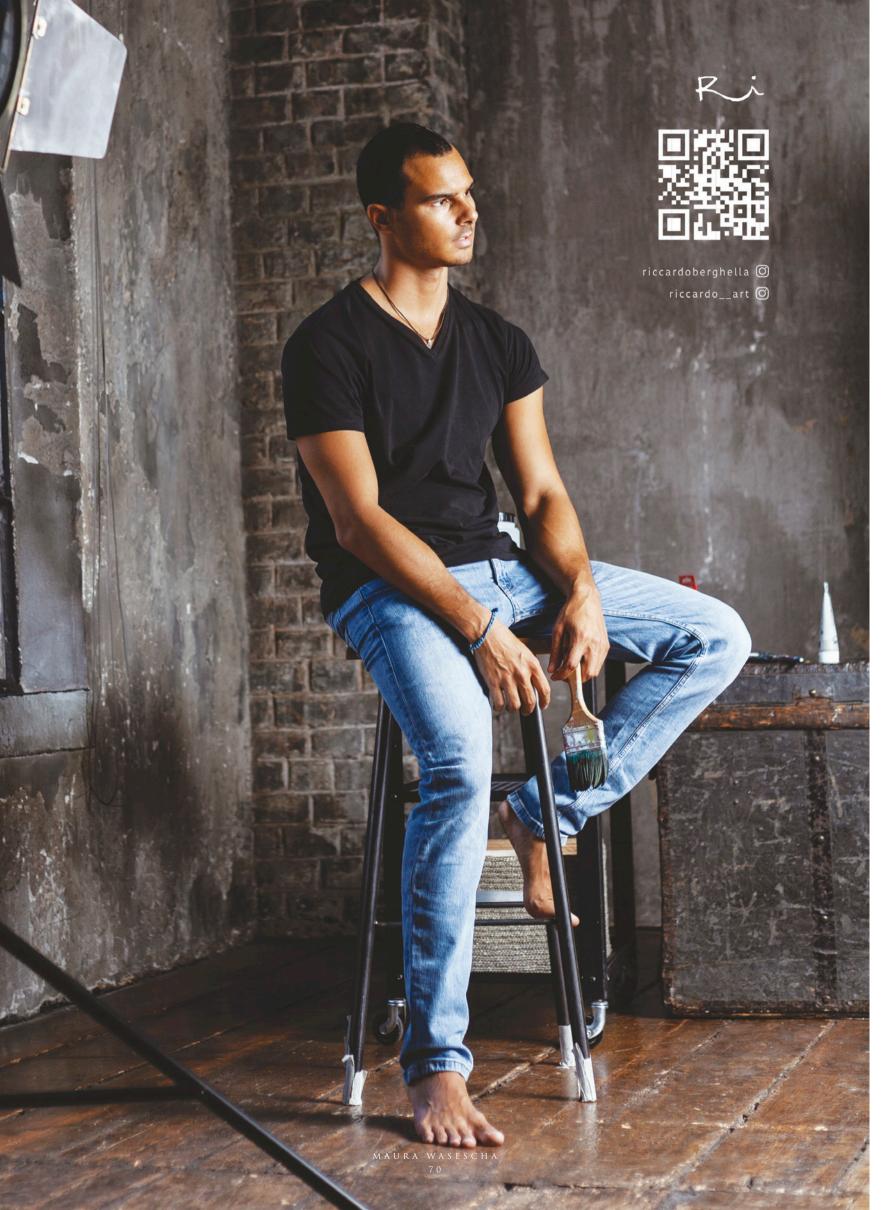
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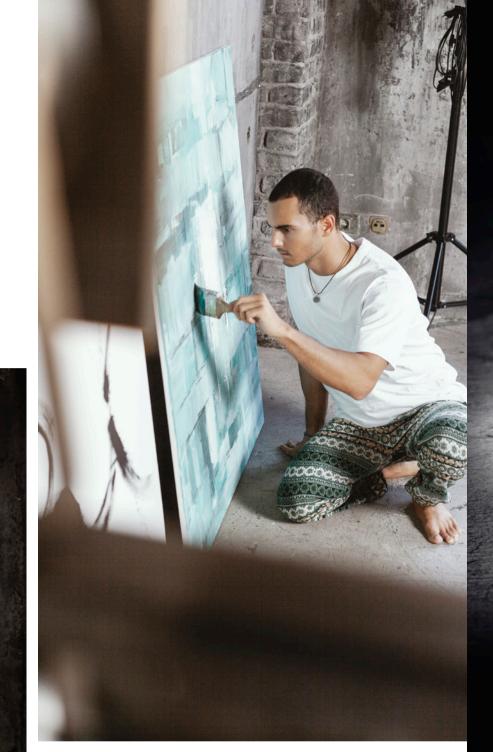




RICCARDO BERGHELLA

MY PAINTINGS ALSO PURIFY THE AIR

RICCARDO BERGHELLA (MILAN 1988), IS A GROUNDBREAKING ARTIST WHO CREATES PAINTINGS THAT ARE NOT ONLY GOOD FOR SOUL, BUT ALSO FOR ONE'S HEALTH. WITH THE REVOLUTIONARY TECHNOLOGY USED IN EACH PAINTING, THE AIR IS PURIFIED, MAKING INTERIOR SPACES HEALTHIER. THIS PHILOSOPHY HAS LEAD BERGHELLA AND HIS GREEN CONCEPT TO PURSUE THE DREAM OF AN ECO-SUSTAINABLE WORLD IMMERSED IN ELEGANCE, BEAUTY AND A HEALTHIER LIFESTYLE. BERGHELLA CAREFULLY CHOOSES WHERE TO EXHIBIT HIS PAINTINGS IN VENUES THAT SHARE THIS CUTTINGEDGE PHILOSOPHY OF BOTH WELLBEING AND SPIRITUAL LUXURY.



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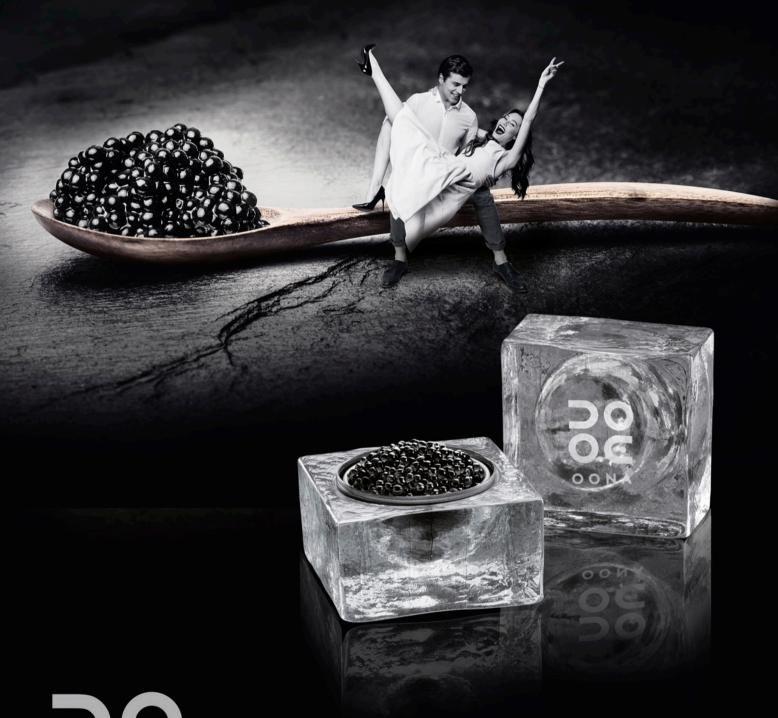
_uxury is not just in aesthetics; only when

paint, a revolutionary technology based on natural materials. This paint, activated by light, reduces pollutants in the air (including nitrogen oxides, formaldehyde, acetaldehyde, methylene chloride, and benzene), fights bacteria, and reduces odors; making the most hygienic and healthy interior spaces. Theses artworks are united by themes of myth, nature, and the human condition. His precious abstract paintings have been exhibited at the most prestigious events, including at Yves Saint Laurent and Biennale di Venezia. Berghella has received a number of awards such as the Hybrid

Architecture & Design Award.

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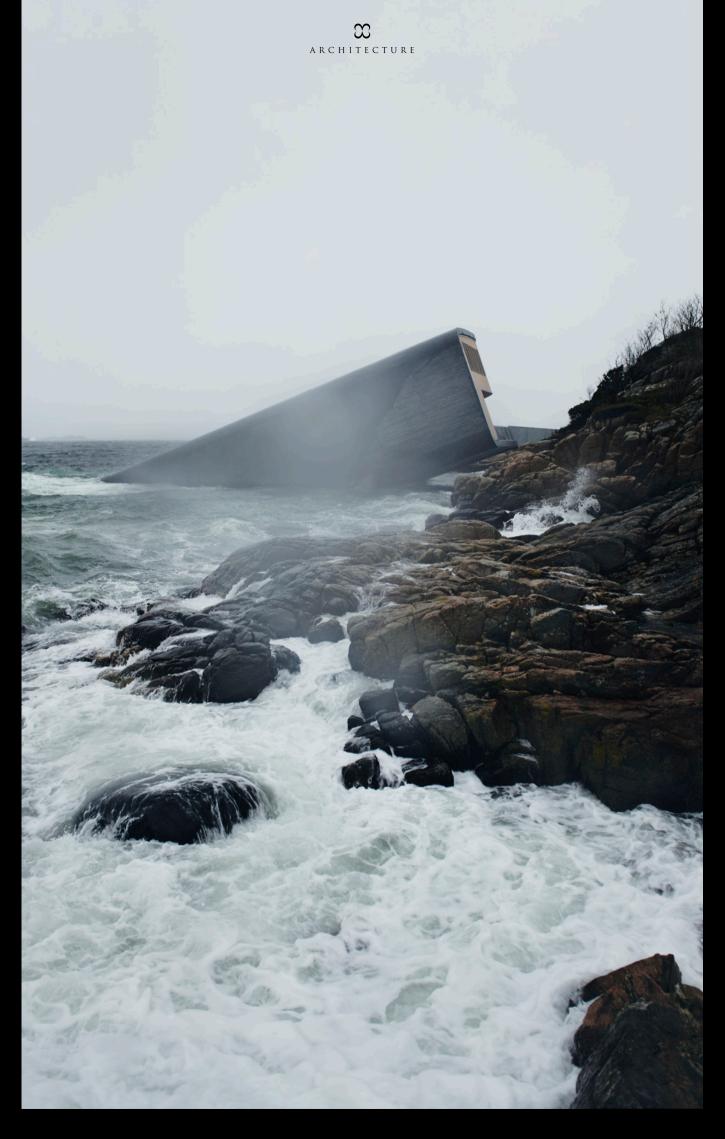


LANDSCAPE ARCHITECTURE

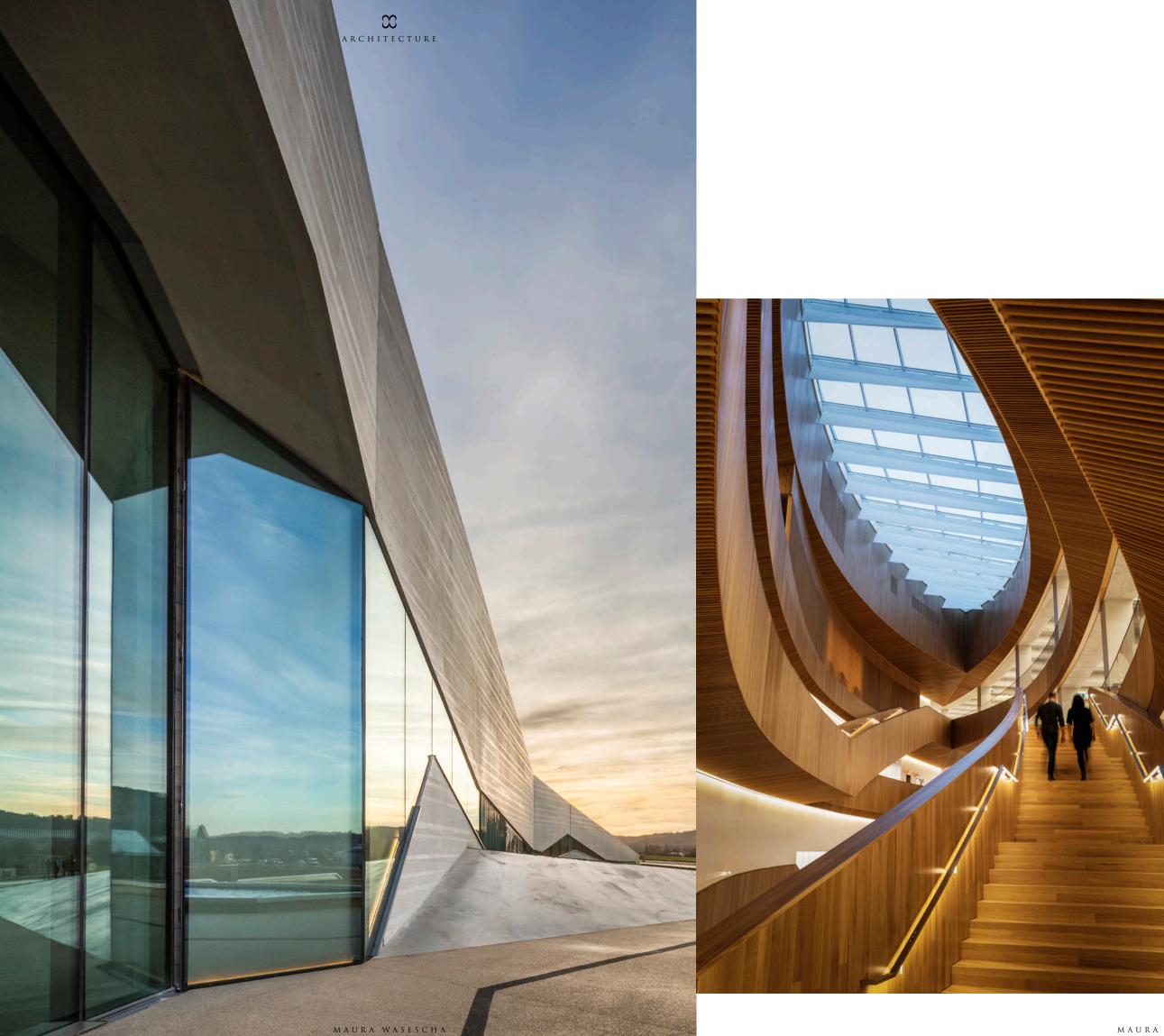
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SNØHETTA

FOR MORE THAN 30 YEARS, SNØHETTA HAS BEEN DEVELOPING INNOVATIVE PROJECTS, TAKING ITS CONCEPTUAL BUILDINGS TO THE FOUR CORNERS OF THE WORLD AT GREAT SPEED. WITH 280 EMPLOYEES WORKING AT SEVEN INTERNATIONAL OFFICES, THE NORWEGIAN LANDSCAPE ARCHITECTURE FIRM SHOWS NO SIGNS OF SLOWING DOWN. FROM OSLO TO PARIS, VIA ALEXANDRIA, NEW YORK AND TOKYO, WE TAKE A LOOK AT THESE AUDACIOUS DESIGNS, WHICH GRACE THE STREETS WITH THEIR MAJESTIC STRUCTURES. BY MARINE PASQUIER



MAURA WASESCHA



ROM THE CLASSROOM TO AN INTERNATIONAL FIRM

The story of this architectural juggernaut begins in 1989. New graduates Craig Dykers and Kjetil Trædal Thorsen win the contract for the new library in Alexandria. Inaugurated in 2001, this new version of one of the most famous monuments of the ancient world takes the firm into the big league. With a world architecture award in their pocket, the duo soon rise to prominence and win the Norwegian National Opera and Ballet project. Inspired by the surrounding environment and local culture, Craig and Kjetil design a building that appears to float like an iceberg in the fjords. A true cultural focal point, the site showcases the modernity and technical sophistication of the two multi-award-winning architects. Fortune favours the brave, and the pair are given the daunting task of designing the pavilion for the September 11 Memorial Museum at Ground Zero. This American adventure leads the partners to open their second office in the heart of the Big Apple.

CONTEXTUAL AND CONCEPTUAL

Buoyed by this momentum, the company expands and takes on a series of projects on a scale. From Times Square to Under in Norway, Europe's first underwater restaurant, via the Shanghai Opera House, the reproduction of the Lascaux IV caves in the Dordogne and the headquarters of Le Monde newspaper in Paris... One of the reasons behind this tremendous success is the unique approach that Snøhetta applies to all its designs. A multidisciplinary philosophy integrating many different skills in the creative process, such as interior and product architecture, graphic design, digital design and art in general. Because since its beginnings, Snøhetta has remained faithful to its identity. Old, new and forthcoming projects all have at least one thing in common: they stand out for the beautiful way in which they blend into their surroundings. While retaining its own urban and natural style, the group takes inspiration from the climate and history of each location to design coherent projects in keeping with the spaces they inhabit. To achieve such a result, Snøhetta implements an innovative collaborative system, whereby a variety of specialists, including designers, landscape architects, engineers, urban planners, but also sociologists and psychologists, share their vision of the local environment to map out future projects together.

ENGAGED ARCHITECTURE

As a supporter of community development, the Norwegian firm is also involved in sustainable architectural solutions, designing buildings that adapt to the ecological systems within which they will be integrated. One example is the «Svar» project, the world's first hotel designed to the new Powerhouse standards. The annual energy consumption of this complex is 85% lower than that of a standard hotel. Hotel Svar is also capable of supplying its own energy requirements. Mounted on wooden pillars in the heart of the Svartisen glacier's wilderness, this ultra-modern building blends in harmoniously with the surrounding nature. In the same vein, the Norwegian firm has presented one of its most ambitious projects, the Harvard HouseZero. The collaborative group had fun transforming this 1940s building into one of the most sustainable and ecological buildings on the planet. Their aim? To prove that it is possible to change our habits using the existing infrastructure. Responsible projects that retain Snøhetta's distinctive artistic identity. A subtle blend of deconstructivism and hyperrealism, interspersed with crisp, smooth lines, reflective facades and innovative materials.





Although each location is unique, Snøhetta cultivates the same spirit in all its creations: that of bringing communities together around contemporary structures, which can be easily appropriated by everyday users. In addition to its award-winning range of landmark projects, the firm is no less involved in local architecture, taking pleasure in transforming cities into places of meeting and sharing. The group's latest construction, the new Düsseldorf Opera House, which has become the regional capital's cultural epicentre, is an example of this. Buildings that interact with their neighbourhoods and residents, thus promoting openness at a time when fear and uncertainty push societies to build walls and withdraw into themselves. Snøhetta invites us to think about how architecture creates spaces that can be both public and private, exterior and interior.



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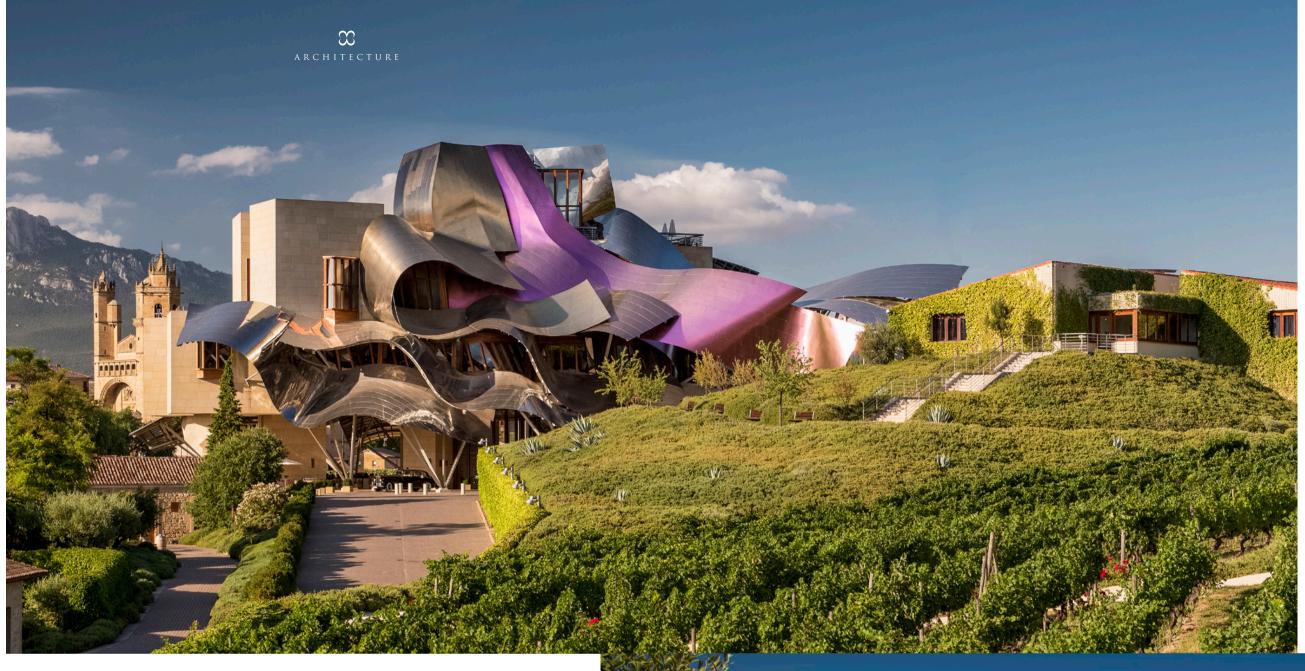


8

HOTEL MARQUÉS DE RISCAL

A TREASURE-HOUSE FOR EPICUREAN EXPERIENCES

AT THE HEART OF THE FAMOUS RIOJA WINE LANDS, HOTEL MARQUÉS DE RISCAL STANDS ON AN AREA OF INCOMPARABLE NATURAL BEAUTY: SIERRA DE CANTABRIA. A WALL OF MOUNTAINS, WHERE RICH COLORS CHANGING WITH THE SEASONS AND STONE VILLAGES CLUSTERED AROUND FORMIDABLE CHURCHES STUD THE LANDSCAPE. BUILT BY A VISIONARY ARCHITECT, FRANK GEHRY, HOTEL MARQUES DE RISCAL OFFERS TO THEIR GUESTS A COLLECTION OF VINTAGE EXPERIENCES. BY MARINE PASQUIER



ISIONARY ARCHITECTURE Imagined as a "Château of the 21st Century" by Frank Gehry, Hotel Marqués de Riscal provide a 360 degree experience around the world of wine, a luxury hotel with avant-garde architecture capturing the essence of the Rioja district and the passion of Spain. Guests can enjoy a privileged insider view of Gehry's opens up to a magnificent terrace overlooking the sensational design scheme, masterminded by the ar-village of Elciego and its majestic medieval church. chitect and carefully maintained ever since. Judicious use of metal in the copper-paneled walls in the lobby contrasts with the goldecked velvet of the low chairs in the public areas. Walls and carpets are colored the rich, sweet red of grape juice running from the press.

ENCHANTED CASTLE

The 61 rooms, all unique, are designed with the intention to be minimalistic so not to distract from the architecture of the building and its symbiosis with nature. The new suites discreetly complement existing rooms with a contemporary design sensibility that is both fresh and distinctive. The most beautiful one, the This astonishing masterpiece is considered as one of the world's iconic hotel buildings with its flamboyant forms and dramatic colors, admired on five continents.

but fresh and districtive. The most beautiful tile, the Gehry suite, is a clear example of the architect inspiration with all the different lines and shapes, featuring a 770-square-foot bedroom with a living space that





GASTRONOMIC JOURNEY IN SPAIN

Life at Marqués de Riscal turns around food and wine. From its inception in 2006, the hotel's gastronomic personality has been dominated by chef Francis Paniego, whose brings to the hotel both his peerless command of traditional riojan cooking and the contemporary air that has won him two Michelin stars in Ezcaray and one star here, at the hotel. Respect for local ingredients, soulful flavors, and uncluttered presentation are the stand-outs of Paniego's tasting menus. The wine bar, reached from the lobby, provides a relaxed and laid back atmosphere for tasting the full range of house wines along with delectable tapas.

AN EXPRESSION OF FINE WINE CULTURE

Explorers visiting the hotel will discover exceptional wine experiences through the Spa Vinotherapie® Caudalie. The French brand deals with wellness by the healing properties of vines and grapes. The 1400 square meters' spa area is a serene space of honey colored wood and burnt umber stone floors, taking in 14 treatment rooms, indoor heated pool with jets and waterfall, Vichy shower, hammam, jacuzzi, two barrel baths, and relaxation rooms. The treatment menu makes creative use of Caudalie's nature-based products like crushed Cabernet scrub, or Merlot and honey exfoliant for a range of massages, facials, and wraps. Innovation, modernism, wellbeing, and comfort: a new way of sharing the culture of wine and experiencing new sensations. For a more traditional experience, enjoy a full guided tour of Herederos del Marqués de Riscal winery, ending with a wine tasting, for total immersion into the wine making process and the history of the cellars.

MAURA WASESCHA 86 87



BELLAVISTA HOTEL

IN SURLEJ, ENGADIN, CAPTIVATES WITH NUMEROUS REMARKABLE FEATURES: AN EXEMPLARY HOTELIER FAMILY THAT EMBODIES AND EXEMPLIFIES HOSPITALITY, EXCEPTIONALLY FRIENDLY STAFF, INNOVATIVE INFRASTRUCTURE, AND A GASTRONOMY THAT ATTRACTS MANY ESTIMATED GUESTS. IN JULY 2015, THEY ALSO TOOK OVER THE MANAGEMENT OF THE HOTEL RESTAURANT SALASTRAINS IN THE ST. MORITZ SKIING AND HIKING AREA. BY HELENA PERDOUX-FRANCES

THE BELLAVISTA HOTEL, A FAMILY BUSINESS

It's truly something extraordinary when three children follow in their parents' footsteps and work in the same business. Nico (34), Fabian (32), and Elena (30) all attended the Belvoir Zurich Hotel Management School, where their parents, Beni and Corinna Kleger, first met

A COUPLE ON THE RISE

Beni Kleger (60), a former top skier, completed his culinary apprenticeship with Plinio Testa at Salastrains, the very establishment now led by his son Fabian. He still speaks highly of his former mentor, saying, «The best and strictest boss you can imagine truly old-school.» In 1987, he and Corinna Kleger (60) purchased a residential property in Surlei, with an unobstructed view of Lake Silvaplana, and started running a very modest guesthouse with just one employee. Over seven major construction phases, they gradually transformed it into a four-star hotel with 31 rooms, several dining areas, a spacious wellness oasis, an underground parking garage with a passage leading to the

WHEN PASSION BECOMES CULINARY STYLE

The three male Klegers are passionate hunters and go on high hunts together every September, occasionally venturing also into their hunting grounds Austria. The expertly prepared wild game, especially popular among their culinary-savvy guests from Italy, led to the development of a thriving gastronomy. Behind the terrace with its magnificent view of the Silvaplana region, there's a separately built «Baita,» the Italian word for «hut.» This charming space hosts all kinds of events that can get lively and vibrant without disturbing the hotel guests. For instance, an entire deer's back might be waiting for the joyful crowd to enjoy over an open fire. The Baita can also be transformed into a disco or, uniquely, a presentation room for luxury cars

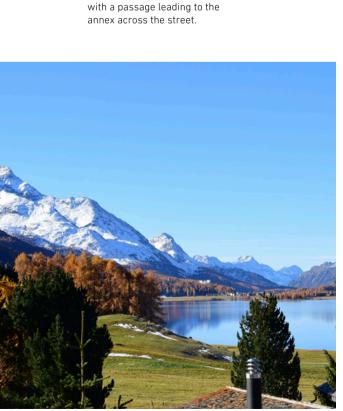


STAFF WHO ALWAYS STRIVE TO MEET THEIR CUSTOMERS' EVERY NEED.

Today, Bellavista serves many lunches and even more dinners, posing a tremendous challenge for the staff, always trying to fulfill all desires of their guests. Same also for the second restaurant and hotel "Salastrains" in St. Moritz, which is very busy during lunch in wintertime, serving extraordinary dishes directly on the slopes of famous ski-area "Corviglia".

"Not shying away from where help is needed". All Klegers are involved and can be found anywhere and everywhere. By the way, while it's often clichéd that Swiss hospitality lacks friendliness, the Klegers and their team defy this stereotype. They are incredibly warm and friendly, and the employees gladly embrace the example set by their bosses.

Bellavista Hotel Via de l'Alp 6, 7513 Silvaplana-Surlej, Switzerland





Nature's majesty meets timeless elegance.

purest.com





SAMUEL CARUGATI OR EXCELLENCE IN CUISINE BY HELENA PERDOUX-FRANCES

IN THE HEART OF SAINT MORITZ, THIS EXCEPTIONAL CHEF WILL TAKE YOU ON AN EXTRAORDINARY CULINARY JOURNEY.

AINT MORITZ, TIMELESS ELEGANCE Swiss Alps, Restaurant KRONE is a rare gem of Alpine hospitality. This exceptional establishment offers a unique experience of elegance and tradition in one of the world's most popular mountain destinations... The perfect balance between tradition

Saint Moritz has long been a favourite destination for winter sports enthusiasts and luxury lovers. Now, thanks to the remarkable cuisine of chef Samuel CARUGATI, gourmets are joining

AN ARTIST IN THE KITCHEN

Renowned Michelin-starred chef Samuel site cuisine at KRONE. With a career that has taken him into the kitchens of some of the finest restaurants in Switzerland and around the world, he distils a zest of passion, inventiveness and expertise into each and every dish.

THE MAN BEHIND THE MAGIC OF THE KITCHEN

As he likes to say, Samuel CARUGATI is a child of nature, having grown up among wheat creating a cuisine that is both familiar fields. Influenced by his grandmother's love of cooking, he followed in her footsteps and joined the CFP Monte Olimpino School in Como to learn the basics of catering. After graduating and perfecting his skills in various restaurants. he opens Restaurant KRONE, in St. Moritz, with partners Fabio Rovisi and Carolina Moro. He becomes its Chef.

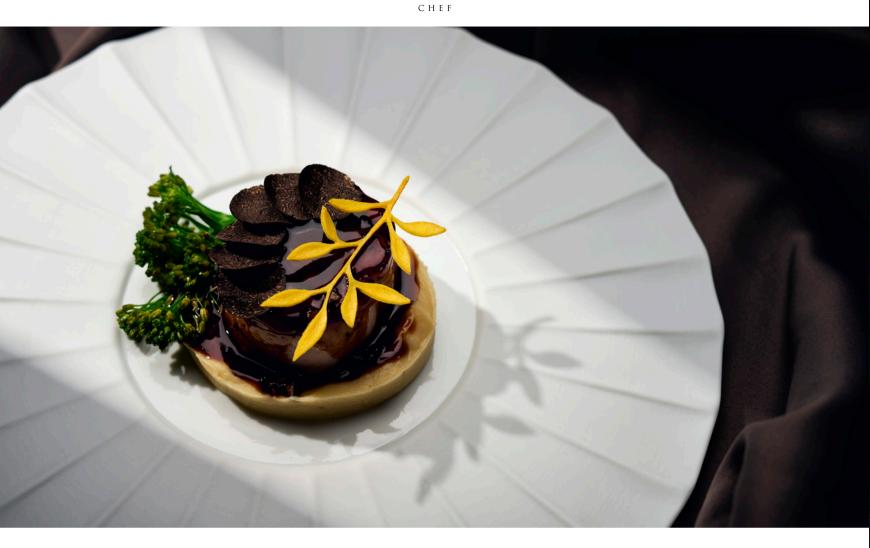
AMAZING CREATIVITY

Samuel CARUGATI's cuisine is an ode to Italy. This young chef goes back to basics. This philosophy extends to the presentation of his dishes, which are pleasantly simple.

His cuisine is characterised by boundless creativity. He doesn't just cook dishes, he creates unique culinary experiences. His style is a skilful fusion of French tradition and contemporary innovation. He uses modern techniques to sublimate classic flavours, and surprising.

A COMMITMENT TO EXCELLENCE

One of Chef Carugati's most striking characteristics is his commitment to the quality of his ingredients. He places great importance on the provenance of products, favouring local and seasonal ingredients. This philosophy translates into dishes that celebrate the freshness and authentic flavour of the ingredients.





UTHENTIC, CREATIVE AND EXPERIMENTAL CUISINE

Samuel Carugati is much more than a Michelin-starred chef whose reputation knows no

bounds. He is a visionary of modern gastronomy and a champion of quality and sustainability. His passion, ingenuity and dedication have made him an icon of contemporary cuisine.

COOKING IS THE ART OF TRANSFORMING INGREDIENTS INTO EMOTIONS.

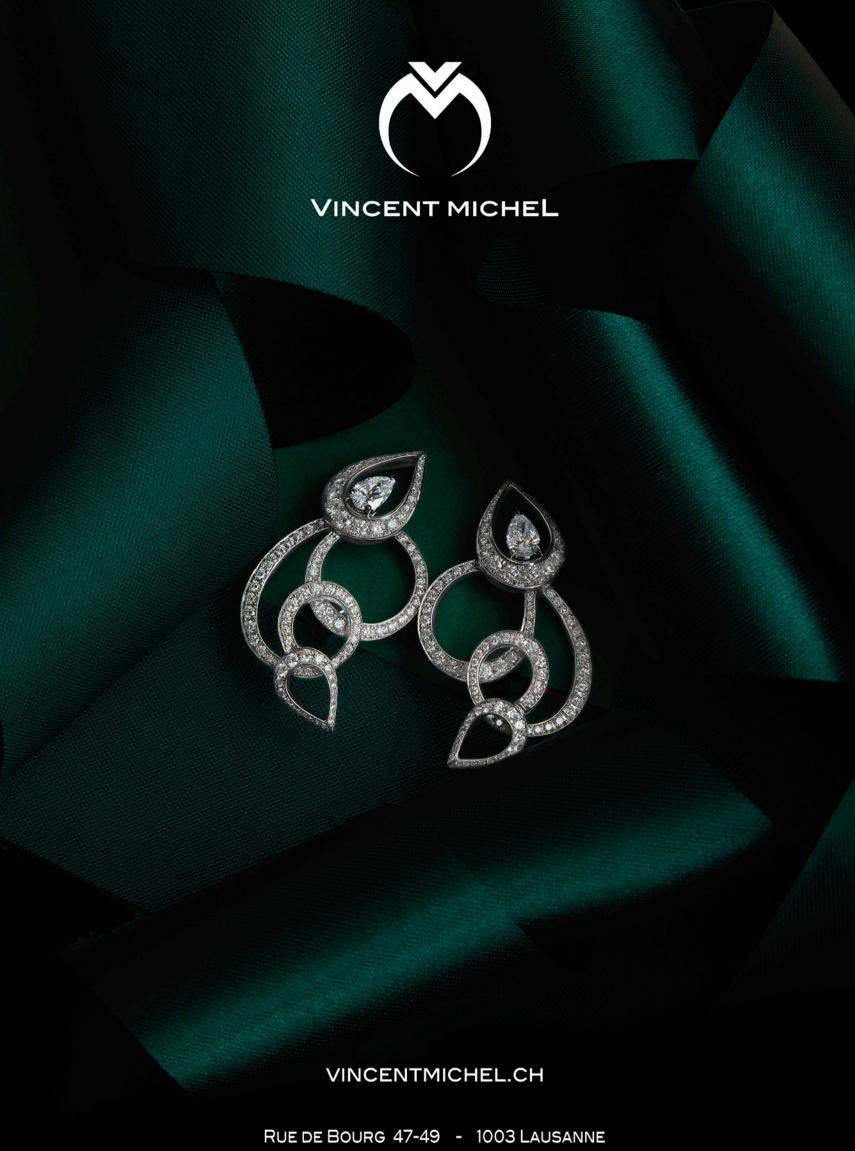
This phrase perfectly sums up the approach of Chef Samuel CARUGATI, a maestro of modern cuisine who knows how to surround himself with friends and work in a spirit of friendship.

A CULINARY DESTINATION NOT TO BE MISSED

If you're looking for a dining experience that pushes the boundaries of excellence, the KRONE Restaurant in St Moritz and its talented chef deserve to be at the top of your list. His cuisine combines Swiss charm with innovation, offering an unforgettable dining experience in the heart of the Swiss Alps.

Samuel CARUGATI, the incredible rise of a passionate young chef.

www.kronesanktmoritz.ch Via Tinus 9, CH-7500 Saint Moritz Tel: 081 833 34 34





EDEL & STARK

OR THE ART OF DRIVING

EDEL & STARK, SYNONYMOUS WITH EXCELLENCE, IS AN UNRIVALLED BENCHMARK FORENTHUSIASTS OF EXCEPTIONAL CARS. BY HELENA PERDOUX-FRANCES

ATISFIED CUSTOMERS, LOYAL CUSTOMERS

With branches in Zurich, Munich, Nice and Dubai, EDEL & STARK has built a solid reputation for luxury car hire and sports car excursions... recognisable luxury, 5-star service worthy of a palace, for all its customers. Cars are delivered all over Europe, wherever clients want them, wherever they go and wherever they leave them.

All employees are trained to provide tailor-made assistance, to pay close attention to the specific needs of the customer and to be flexible - all of which helps to raise the bar for impeccable quality. This remarkable team looks after a fleet of over 100 iconic vehicles spread across the globe. Whatever you choose -Ferrari, Lamborghini, Porsche or Aston Martin for the sports cars, Mercedes-Benz or BMW for the SUVs, not and since the opening of the Dubai branch in 2017, forgetting the limousines... EDEL & STARK guarantees an unforgettable experience.

AUTOMOTIVE EXPERTISE THAT EVOKES EMOTION

Driven by Benedikt Lüchinger, a man for whom the word "service" takes on its full meaning, this company knows how to make a difference. Available 7 days a week, its teams know how to provide guests with an unforgettable experience in complete safety and style. Swiss Deluxe Hotels, an association of the 39 best 5-star hotels in Switzerland, made no mistake in choosing EDEL & STARK as the preferred supplier for all these exceptional establishments.

Originally trained as a hotelier and always a gourmet at heart, Mr Lüchinger expanded his vision of satisfied customers by founding EDEL & STARK in 2011, where he serves as Chief Financial Officer. Between 2013 and 2017, this company flourished Benedikt Lüchinger has been its CEO.







EDEL & STARK is not content with its existing territory; Europe is still to be conquered. In 2024, a subsidiary will be opened in the United States, and more will follow. Each of these branches, existing or future, is a subsidiary in its own right, in that it represents the welcome, attention and customer satisfaction that are the hallmarks of EDEL & STARK.

Its development is not only territorial. Digital technology has become an integral part of its curriculum, thanks to the digitalisation of all its processes... without ever neglecting its core strength: direct, personal contact with the customer.

EDEL & STARK redefines the concept of stylish travel with its exceptional fleet, its personalised service and its commitment to perfection... an embodiment of passion.

The perfect combination of service, refinement and comfort

www.edelstark.com email: info@edelstark.com Tel: +41 62 295 15 15



Pionnier des biotechnologies, le Groupe Greentech crée des ingrédients actifs de haute technologie depuis des sources naturelles issues des mondes végétaux, marins et microbiens. Adressées à de grands marchés (cosmétique, pharmacie, nutraceutique, agro-alimentaire, agronomie et environnement), les innovations du Groupe Greentech représentent des solutions naturelles performantes, à la pointe de la recherche et s'appuyant sur des filières durables fondées sur la protection de la biodiversité et des liens humains. Des innovations au service des générations futures. C'est en sourçant la nature que nous ressourçons le futur.



FRANCO CAVEGN

AIMING FOR EXCELLENCE!

FROM THE SWISS ALPES OF GRISON, FRANCO REACHED THE WORLD CUPS AND OLYMPICS AS PROFESSIONAL SKI RACER BUT DID RETURN TO HIS NATIVE BACKGROUND AFTER HIS ATHLETIC CAREER.





lthough not being a professional skier anymore, Franco still follows his credo and is constantly aiming for excellence - regardless of the field of interest.

This way he founded the company FRANCO CAVEGN EVENTS, by which he is offering and providing first class and exclusive events to high profile and discerning clients. All of his ideas, events and products are created to spoil the clients and meet the unusual in its most extraordinary way.

Due to Francos extensive knowledge and expertise in the field of skiing technique and construction, he developed the exclusive and outstanding ZAI for Franco ski.

The company Zai belongs to the world's finest ski manufacturers and created with high attention to detail a luxurious and unique ski to satisfy peak quality dinner with the following stars: expectations.

To also meet the high standard in sustainability, Zai uses finest natural and high-tech materials in innovative ways and consistently is a pioneer when it comes to design, handling materials and construction. In order to provide durability and allow best performance, wood, stone, natural rubber and rare carbons are implemented. The result is simple and functional, but also beautiful and sustainably aesthetic while finding natural balance.

This ZAI for Franco ski and the experience is all about living motion, experiencing freedom within the very moment and being one with the elements.

While living in one of the most beautiful wine-areas of Switzerland and being involved in the farflung traditions about the secrets of wine production, Franco created his own selection

As unique and extraordinary as the former athlete himself, this wine provides the perfect combination of exclusive elegance, the beauty of Swiss nature and indulgence of high quality.

Franco is always aiming for excellence and selected therefore some of the best vines from Grison and Tessin and only using traditional French oak barrique for the intense and aromatic taste.

To complete his demand of perfectionism within each detail and to remain true to his values of nature, Franco designed the most unique wine case.

Each individual item is handcrafted and elevates the art of surprising others to the next level.

Please enjoy the fine selection of Unic during a private wine tasting event or a whole 5 course

- Unic White wine Pinot Gris ennobled with Chardonnay
- Unic Red wine Pinot Noir ennobled with Merlot
- Unic Rosé Pinot Noir ennobled with Merlot

The most exclusive element of Franco Cavegn Events is the private and individual Heli-Skiing tour in

Fantastic and stunning lodges in carefully selected regions with outstanding and exclusive powder snow slopes. A once in a life-time possibility to ski with former World Cup racer and Olympic athlete Franco Cavegn in the most overwhelming countryside and

Reaching hidden areas by helicopter and enjoying the stunning view over a breathtaking mountain range. Hovering through light powder and indulging life at its best at a warming fire in the beautiful Bear Claw Lodge or Salmon Lodge in British Columbia.

This experience leaves nothing more to be desired as dear conversations with Franco in the most private surroundings are an important element of the whole event. Meet the former elite athlete as private as possible and enjoy his warmhearted and intriguing company.

For more information about available events please contact Franco directly via: info@francocavegn.ch

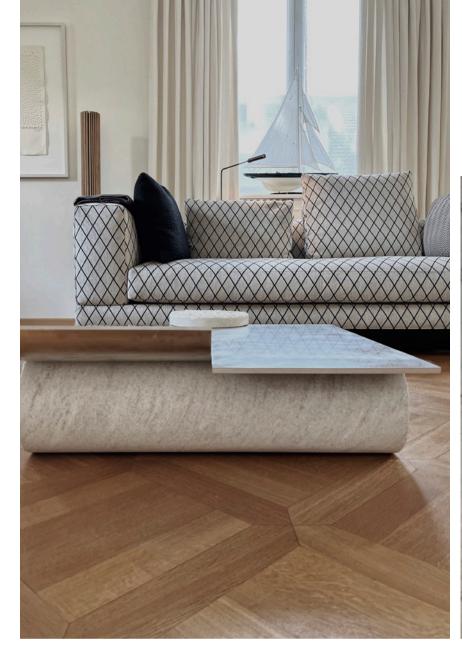
www.francocavegn.ch



LISAFRANZEN

THE ITALIAN-RUSSIAN INTERIOR DESIGNER WHO CELEBRATES MOTHER NATURE THROUGH HER ART.

ESTABLISHED IN THE SWISS CITY OF ZURICH IN 2021 AND OWNED AND LEAD BY TALENTED ITALIAN-RUSSIAN ARTIST AND INTERIOR DESIGNER LISA FRANZEN, THE YOUNG FULL-SERVICE NICHE INTERIOR DESIGN AND ARCHITECTURAL STUDIO AND MULTIDISCIPLINARY DESIGN FIRM FRANZEN & CASA, IS ONE OF THE NEW PROMISING BUSINESSES IN TOWN. A ONE-OF-A-KIND WORKSHOP FOR ART, COLLECTIBLE DESIGN AND FURNISHING LOCATED IN ZÜRICHBERG, AND SPECIALIZED IN THE IMPLEMENTATION OF BESPOKE LUXURY RESIDENTIAL, RETAIL AND HOSPITALITY PROJECTS. BY HÉLÉNE BATTAGLIA





t took Lisa Franzen almost a decade to finally make her dream come true. But she finally did it. Since 2021, the Italian–Russian interior designer and artist is the young (she is indeed only 34 years old) and proud founder and CEO of the Zurich-based interior and architectural studio FRANZEN & CASA.

Since the age of four, the founder grew up in the magical Eternal City, surrounded by beauty, History and Art.After attending the best Roman schools and graduating from the Istituto Marangoni in London in 2012, she then moved to Milan to finalize her study at the university Politecnico with a specialization in public and commercial spaces. In this renowned international capital of Design and Fashion, she officially started her career as Interior designer and learned the job from some of the most respected and experienced designers, artists, and architects in the business. Being multilingual (Italian, Russian, English, and French) has for sure been a true ace in the hole to build herself an international career.

In March 2021, thanks to the experience gained, Lisa has established FRANZEN & CASA, her own full-service luxury Interior and architectural design studio in Zurich, where she is now based and lives with her husband, Swiss entrepreneur Marcel Franzen, son of Bruno Franzen, former co-founder and CEO of Interhome AG, and their two sons Leon and Lupo. As an aesthete, who is daily inspired by the breathtaking beauty of Mother Nature, the essence of her work consists in prioritizing the essential and

exalting raw natural materials and the art of crafts-manship to create a contemporary, minimalist, elegant and timeless design. "I have a passion for pure lines, always accompanied by a great attention to the finest details. I like to combine different types of materials together, preferring natural materials such as wood, stone, and metal. Shapes and lines always interact with each other." She tells.

In addition to all the projects of bespoke luxury residential, retail and hospitality she is working on to fulfill the request of a growing international, exclusive and sophisticated clientèle, in 2022, Lisa has launched its first collectible furniture. The perfect way for her to express all her Art and creativity as the talented, passionate and listed artist she has become during the past years. The first object she has designed is called POMPEI | 001 and is a coffee table made of Swiss marble Cristallina and stainless steel. All the Lisa's creations are produced in a limited edition only. The latter are currently sold and represented by Galerie Philia and Freeman Gallery. When talent meets talent: Passionate art collector for decades, the respected Swiss-Italian female entrepreneur Maura Wasescha, who has become a dear friend of Lisa, is also one of her biggest supporters.

www.franzen.casa



MAISON DENOTA

THE NEW COMMITTED AMBASSADOR OF PRESTIGIOUS AND ONE-OF-A-KIND QUALITY 'MADE IN ITALY.'

FOUNDED IN 2006 AND HEADED SINCE 2016 WITH GRACE AND DEDICATION BY PASSIONATE ITALIAN FEMALE ENTREPRENEUR ISABELLA MORSELETTO, THE LUXURY, AND STYLISH VICENZA-BASED MAISON DENOTA, WHICH PROVIDES BESPOKE 'MADE IN ITALY' EXCELLENCES AND DELICACIES TO AN INTERNATIONAL PRIVATE AND PROFESSIONAL NICHE CLIENTÈLE, HAS BECOME A SUCCESSFUL AND FLOURISHING BUSINESS. ESTABLISHING ITSELF ON THE MARKET, IN ONLY A FEW YEARS, AS THE PERFECT BUSINESS PARTNER ABLE TO MAKE ALL YOUR DREAMS COME TRUE ALL YEAR LONG AND FOR EVERY SPECIAL OCCASION AND ANNIVERSARY. BY HÉLÈNE BATTAGLIA

ospitality is an art. If you can learn it, you also can be enough lucky to inherit it. As Isabella Morseletto did. She indeed grew up surrounded by beauty, fashion, design, and style in a fully home which often welcomed special guests as the Internationally renowned artists and architects Carlo, Afra and Tobia Scarpa, Pierluigi Cerri, Cini Boeri, Vittorio Gregotti, Angelo Mangiarotti, Piero Porcinai, Paolo Piva, Ettore Sottsass. Giorgio De Chirico, Gino Bogoni, Ottavio Missoni and Miguel Berrocal. All business partners and dear friends of her late father who, at that time, owned a successful and renowned worldwide company active in the field of construction, renovation, architecture. and design. Graduated in architecture at the university of Venice, Isabella, who has never officially worked as an architect- It has never been a dream of hers-, resolutely knows what hospitality, especially the Italian one, means, In 2016, after 13 years spent writing for furniture and design magazines as a journalist, unexpectedly and without notice, for love, she had to accept a new professional challenge: taking over a company called Denota, which belonged to another family group since its launch in 2006. Since then, day after day, Isabella has, slowly but surely, learned how to become a successful female entrepreneur, a businesswoman (she had inherited the entrepreneurship gene and she didn't know it yet) and a talented creative director. Perfectionist and attentive to the details, Lady Denota is managing "With style and taste" (her life motto). using all her skills, the company which turned into a kind of luxury tailoring workshop. Trying her best to daily offer the prestigious quality "Made in Italy to her few (by strategy) lucky clients from all over the world. Collaborating with the best architects, designers, chefs, and experienced artisans to design and produce unique bespoke niche excellencies and delicacies ethically hand made in Italian tiny workshops, where old and precious traditions are passed down from one generation to another. The Art de la table and the art of hospitality and living have become what she does best. Nothing is too beautiful for her clients. She wants them to feel special. Their Denota's experience has to be unforgettable. Together with her team and partners, she is always looking to innovate and surprise. From the packaging to the bespoke perfume or the new recipe of Panettone. Isabella, who defines herself, first at all, as a proud mum of three, is putting all her energy and heart into this new chapter of her life. Her attitude is genuine, professional, and positive. Clients appreciate it. The business is flourishing. Isabella is so grateful for what she has achieved in only a few years on board. In Vicenza, the clients are warmly welcome, by appointment only, in the showroom-boudoir of the Maison where they can get a glimpse at the one-ofa-kind and creative Denota's world. Some years ago, Isabella crossed paths with Maura Wasescha. A strong and inspirational woman, owner, and talented female entrepreneur whose professional and private background she deeply values. A good friend, she loved to share happy moments with. A business role model to

follow into the footsteps of.

www.denota.it





A B O U T F I N E M E T A L

FINEMETAL IS AN OWNER-MANAGED COMPANY. IT WAS FOUNDED IN 2009

AS THE FIRST PRECIOUS METALS TRADING COMPANY IN SWITZERLAND.

e enable investors to invest in physical precious metals in small units close to their material value. All products issued and designed by FINEMETAL are in LBMA standard. Thanks to our many years of experience as a first mover, we can guarantee a smooth process from buying and trading to transporting and storing precious metals. This enables us to offer unique solutions to our customers.

FINEMETAL is a member of the Association Suisse des Fabricants et Commerçants de Métaux Précieux ASFCMP. The ASFCMP is the representative association of the Swiss precious metals industry.

DIGITALFINEGOLD A GOLDEN DIGITAL FUTURE

Gold is one of the world's oldest commodities and is recognised worldwide as a store of value and an essential part of future wealth protection. Its intrinsic value makes it a classic safe-haven asset that is not directly affected by political, economic or social changes. The gold market is vast and always liquid.



By merging the historically oldest and the newest digital asset class, we are able to offer the digitally safe and physically secure DigitalFineGold in small denomination, at a cost close to the physical price. We enable investors to hold gold of the highest purity in their wallets, while redeeming the physical gold on demand.

The combination of expertise and experience in physical precious metals and the digitisation of physical assets on blockchain technology, as well as custody outside the financial system, provides the investor with a unique and unrivalled solution for holding digitised 999.9 fine gold.

UNIQUE SELLING PROPOSITIONS

Expertise

The founding partners' long-standing expertise in physical precious metals and the digitisation of tangible assets on the blockchain, enables them to provide unique solutions for digital real assets.

Security

Secure and tamper-proof distributed ledger technology means that ownership is traceable and documented at all times. The physical gold holdings have comprehensive insurance protection and the stored gold is regularly reconciled with the issued digital fine gold and certified by an auditor.

Independent storage

Storage completely outside the financial system, in the former Federal Council bunker and National Bank vault in the Swiss Alps, under the jurisdiction of the Swiss legal system.

SPECIFICATIONS

- Liquidity assured at all times
- DigitalFineGold fully backed by 999.9 fine gold in LBMA Good Delivery standard
- Denomination of 1/1000g
- Physical delivery of 100g or multiples thereof
- Price close to physical value
- Physical gold stored entirely outside the financial system and under Swiss law
- Comprehensive insurance cover for physically stored gold

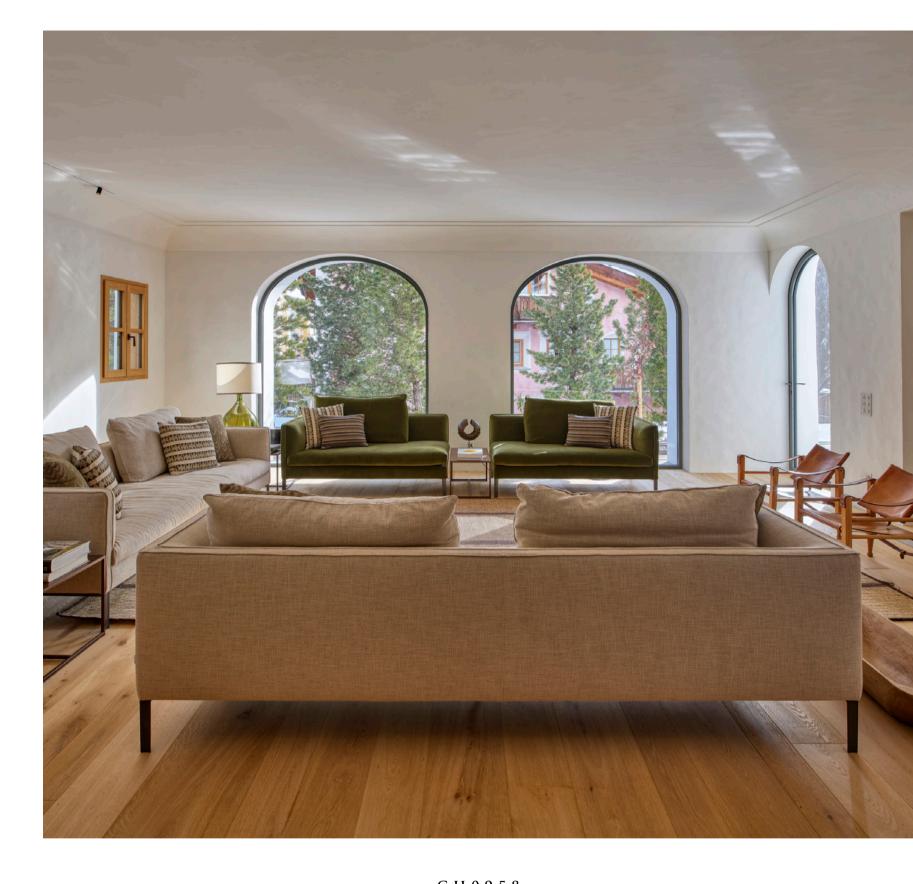
FINEMETAL

FINEMETAL AG Bahnhofstrasse 106 8001 Zürich info@finemetal.ch +41 44 210 10 80

MAURA WASESCHA 108 LUXURY TIME

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EXCLUSIVE PROPERTIES



C H O 9 5 8 C H E S A M U

CELERINA

Uniquely renovated Engadine house in Celerina.
This house has been renovated with the utmost care and love and equipped with everything you would expect in a modern home today, including a swimming pool.

MAURA WASESCHA 110



CH0936

LAKE VIEW

ST. MORITZ

Beautiful Alpine flat close to Lake St. Moritz. The flat has a large living room with terrace, dining room with fireplace and exit to the terrace. Separate kitchen, a studio/office, 4 bedrooms, 4 bathrooms, spa with sauna & steam bath, fitness & 3 parking spaces in the garage.



C H 0 8 8 0

COZY HOUSE

S-CHANF

A unique and rare jewel in the Engadin. A detached house as you would dream of it. It offers everything a family could wish for. Living-dining room, kitchen, lounge, 5 bedrooms, 6 bathrooms, spa with sauna and whirlpool, TV room, wine cellar & garage.



C H 0 9 4 6

ALPINE ELEGANCE

ST. MORITZ

Alpine-chic style flat in the centre of St. Moritz. The flat consists of a spacious living-dining room with fireplace, 2 bedrooms with bathroom, 2 bedrooms with shared bathroom, 1 maid's room, laundry room and cellar.



C H 0 9 2 8

APT. ROUSETTE ST. MORITZ

Beautifully renovated flat in a typical Swiss chalet. The charming flat has a kitchen, dining room, living room with balcony, 2 double bedrooms, 1 children's bedroom, 2 bathrooms, 1 garage parking space and 2 outside parking spaces.

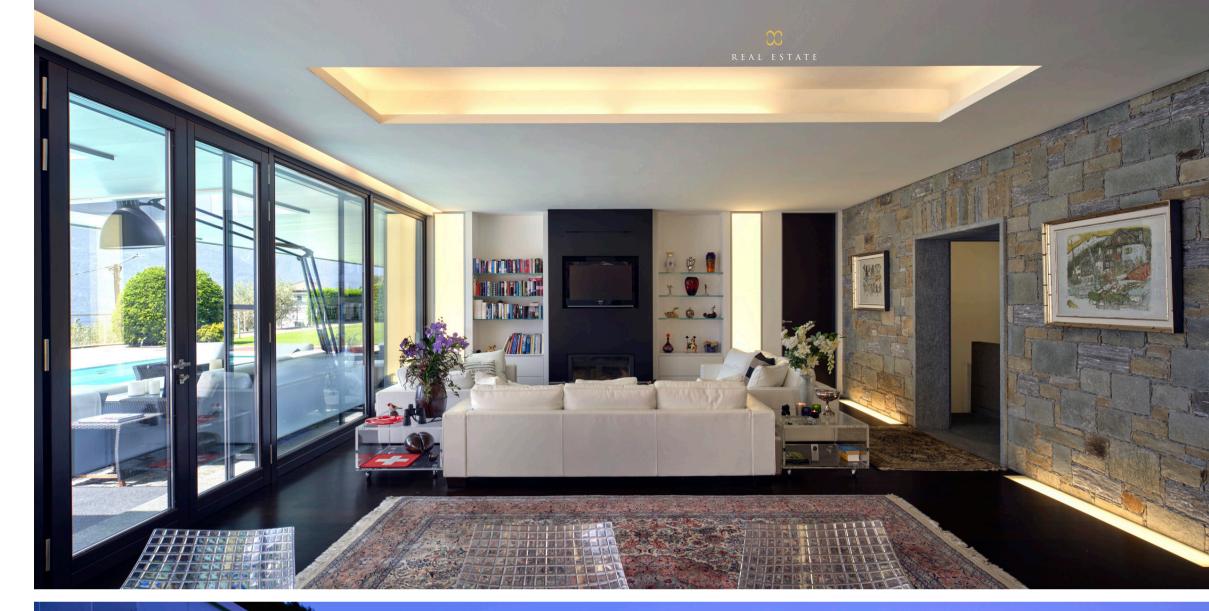


C H 0 9 1 8

PENTHOUSE

ST. MORITZ

Unique penthouse in St. Moritz. Newly renovated, this flat offers a large living-dining room with open-plan kitchen, TV room, large terraces with lake view, 4 bedrooms, 6 bathrooms, cellar and 4 garage parking spaces.





I T 0 9 4 3

FAMILY HOUSE

VALTELLINA - ITALY

Newly built, this home offers exceptional technology and comfort for every family. Superbly located, it enjoys unrivalled views over the valley. The house is larger than average at 1000sqm and with a 300sqm garage there is plenty of space for cars.

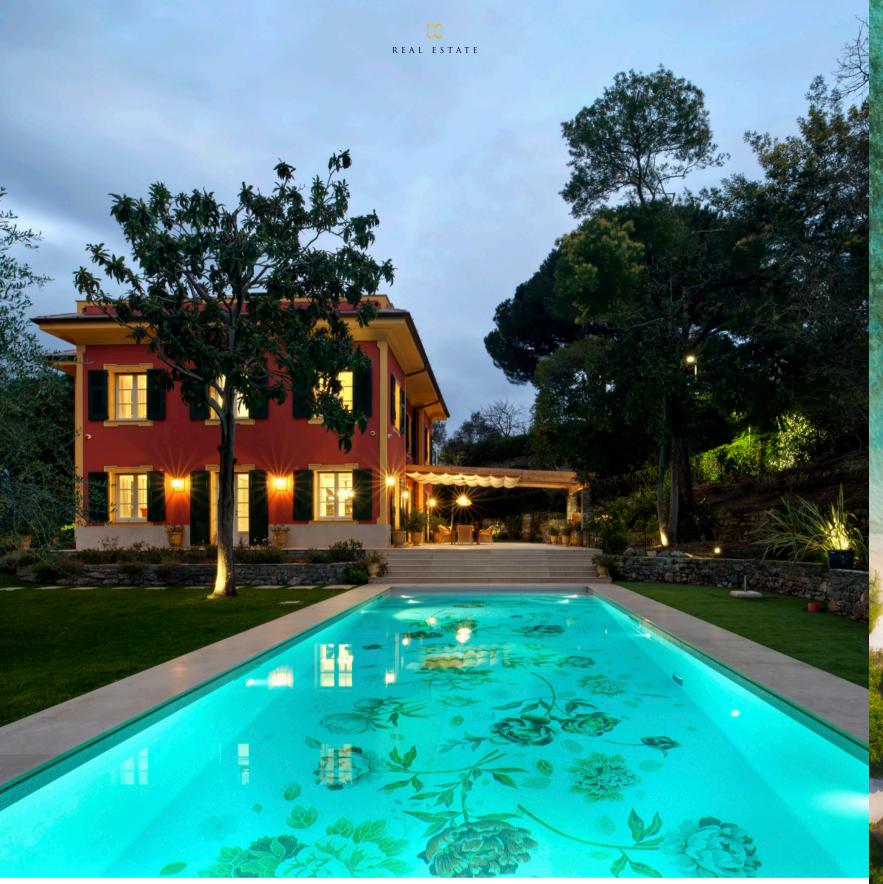




I T 0 9 4 1 M A S S E R I A

RUFFANO - ITALY

A 600-square-meter oasis of tranquility and beauty surrounded by centuries-old olive groves. This charming old building that keeps many traditions offers: two spacious living rooms with large fireplace, a refined dining room with large fireplace and a fully equipped professional kitchen to prepare delicious meals. With as many as nine bedrooms, each with private bath, you will feel pampered and surrounded with warm and welcoming atmosphere. Outside, you will find a beautiful and large swimming pool to cool off during hot summer days, surrounded by a large garden, perfect for relaxation. The furnished patio and outdoor dining area will allow you to enjoy the evenings with dinners under the stars and convivial mo-ments in total harmony with the surrounding nature. The sunsets you can admire at this property are magical and unparalleled, as it feels that peace can be actually breathed here. This masseria offers moments of deep relaxation, accompanied by the magical song of cicadas.



VILLA MAGNIFICA SANTA MARGHERITA LIGURE - ITALY

Villa extends over 550sqm on over 1000sqm of land. The villa over 3 floors offers, living room, garden & pool on the ground floor, 2 lounges, dining room, large gullo kitchen, guest bathroom with shower and bath. On the second floor there are 4 large bedrooms with en-suite bathrooms. On the top floor there is a large TV room, with bathroom and balcony. The house also has a maid's room, gym, laundry room, cellar and garage.



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