



PRESS RELEASE



MAISONS & HOTELS SIBUET TO LAUNCH NEW ALPINE HOTEL BRAND - TERMINAL NEIGE - WITH FIRST HOTEL, TERMINAL NEIGE - TOTEM IN FLAINE, FRANCE OPENING 18 DECEMBER 2015

The first in a new series of
design-led 3* mountain

On 18th December 2015, Terminal Neige - Totem, a new hotel from Maisons & Hotels Sibuet, will launch in the popular French ski resort of Flaine. Terminal Neige - Totem will be the first hotel to open in a series of more accessible, design-led alpine hotels that will focus on the needs of the modern day skier, under a new brand called Terminal Neige. This new hotel concept is the brainchild of Nicolas and Marie Sibuet, the second generation of the Sibuet family. After a radical re-configuration and re-design overseen by Jocelyne Sibuet, the 96 room hotel, located in the centre of the Flaine Forum, will feature, a new bar, restaurant, ski shop and signature Pure Altitude Spa.

Terminal Neige will set a new standard for 3* mountain hotels – it will be a unique new hotel concept in The Alps for guests with a passion for winter sports, state-of-the-art technology, wellness, art and design. This dynamic new hotel will cater to a new generation of skier looking for stylish surroundings, an informal atmosphere and friendly staff with technical expertise. From the moment of arrival, experience managers will be on hand to advise how to maximize the guest's stay offering tips ranging from how to go ice-driving to where to go for the best hot chocolate. The heart of the hotel will be the ski shop run by a dedicated team of in-house ski and snowboard specialists ready to advise on the best gear and hi tech equipment for a day on the slopes. Located right in the centre of the lobby, the ski shop will be an essential element of the Terminal Neige experience. It will be the main focal point of Totem – a meeting place to discuss the snow conditions of the day with the hotel's team over a morning coffee (who can then adjust kit accordingly) or socialize with other guests and share the day's experience on the mountain over a cocktail when the lifts close.

hotels from the popular
Maisons & Hotels Sibuet
Group to open in the ski
resort of Flaine with 96
rooms and a signature Pure
Altitude Spa



For further information and images
please contact Julia Perowne
and Tamsin Graham at Perowne Charles
Communications

+44 (0) 20 7792 8884
sibuet@verypcc.com

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Terminal Neige -Totem will celebrate Flaine's history as an artistic hub for some of the most famous names associated with the avant-garde movement. Artists were attracted to Flaine's ethos of making modern art available to all, contributing a number of inspiring outdoor works to the resort. The hotel will continue this artistic theme and is named after Picasso's iconic Totem sculpture, which is outside the entrance. The hotel's Navajo-inspired interiors will reference the 70s and incorporate vintage furniture interspersed with more contemporary urban touches. A selection of woven and woolen fabrics influenced by Native American culture and the vibrant colours found in the artist and founder of the Op-Art movement Victor Vasarely's work, have been specially created in warm tones of mandarin, soft blue and yellow to contrast with the modernist concrete architecture. Terminal Neige - Totem have also partnered with contemporary artists to project a changing collection of modern art onto the walls. Local street artist, Wozdat, has designed the linear murals for the bedroom walls, which take inspiration from Jean Dubuffet's famous hourloupes motif. The hotel benefits from a high vantage point allowing guests to enjoy incredible panoramic views over the Grand Massif ski area from its full-length windows.

'The Loft' will be the ideal solution for families and groups of friends looking to stay together but wanting all the helpful amenities of a hotel readily available. Spread over 150sq metres, this spacious three-bedroom, three-bathroom apartment comes with a South facing terrace and stylish living area with a fireplace designed by Marcel Breuer. The other 96 rooms will be available in three different categories. They will be modern and cosy with custom-made chestnut furniture and patterned woolen fabrics to give a warm and comfortable feel. Guests will have access to technology that will give them the freedom to pick and choose from a range of different services including ski rental and lessons.

Terminal Neige - Totem's Pure Altitude Spa will become the go to place for relaxation and rejuvenation in Flaine. Signature Pure Altitude treatments such as the 'Blanc Comme Neige' body scrub and the 'Ritual Energetique des Alpes' will use Sibuet's own in house range of Pure Altitude products. Created by Jocelyne Sibuet, Pure Altitude harnesses the active anti-oxidant ingredients in Edelweiss and 200 other mountain plants renowned for their protective and rejuvenating properties. The state-of-the-art Pure Altitude Spa will consist of three treatments rooms, a fitness centre, a sensory shower and relaxation area that will extend out onto an outdoor terrace with stunning views over the mountains. The outdoor Jacuzzi and sauna will be refitted into old gondolas to add a retro alpine twist to the wellbeing experience.

Terminal Neige - Totem will offer a choice of dining experiences served either on the sunny terrace or in the stylish restaurant. Choose from a vast breakfast buffet from the all day cafe before

hitting the slopes and then refuel at lunch with a menu that will include open tartines, pasta dishes and the famous Burger des Cimes accompanied by a glass of Sibuet's Domaine de Marie wine, produced at their vineyard in Provence. For dinner, there will be a variety of areas serving different style of dishes to suit every taste including a warming soup bar, a healthy corner of salads, light dishes and a kids menu. For those looking for something heartier, there will be a choice of traditional Savoyarde specialties, Italian dishes and a daily changing cocotte (cast-iron casserole) of comforting French recipes.

Perched between 1600m and 1800m altitude, the architecturally striking resort is only an hour and a half's drive from Geneva and enjoys some of the best views of Mont Blanc and exceptional early/late season snow. Flaine is located at the summit of the Grand Massif ski area and connects to four other ski resorts. There are over 70 lifts, 148 runs

and 13 fun spaces, making it one of the most impressive ski areas to explore in the world. Ideal for intermediates and families it's even possible to explore the whole Grand Massif taking only blue runs. The ski area was designed by legendary French ski champion, Emile Allais, and offers a haven for winter sport enthusiasts of all levels.

Built in the late 1960s, by the visionary architect Marcel Breuer from the Bauhaus, Flaine is an intimate and family-friendly resort that does not allow cars in its centre. Under the patronage of the resort's creators, Eric and Sylvie Boissonnas, Flaine attracted some of France's leading lights in avant-garde art of the day, and is home to large outdoor sculptures from Picasso, Dubuffet, Vasarely and Pol Bury. Now classified as a heritage site by the French Ministry of Culture, art and culture remain at the core of Flaine's identity with a busy cultural centre and auditorium open throughout the season with a full schedule of concerts and exhibitions by local and international artists.

Double rooms at Terminal Neige: Le Totem are available on a B&B basis from 150€ per night, based on two people sharing.

FOR MORE INFORMATION VISIT:

en.terminal-neige.com

Notes to Editors:

Owned and run by the Sibuet family for 34 years, **Maisons & Hotels Sibuet** are amongst the finest hotels in some of the most beautiful areas of France. The collection is one of Europe's most innovative labels and includes ten hotels in the French Alps, Lyon and the South of France; most recently opening Hotel des Dromonts in Avoriaz in December 2014 and Domaine de La Baume, a renovated 18th century guesthouse in Provence

in 2013. The properties are characterised by their unique design, attention to detail and sensational gourmet offerings, as well as Pure Altitude – the group’s award-winning spa brand.
www.experience-sibuet.com