

LOOKBOOK

AUTUMN WINTER 2020/21
HOTELIERS GUILD



PASSION FOR
Deeper Luxury

a Cature Hospitality Concept Compilation

CHO



Deeper TO LUXURY

Luxury was once a domain detached from sustainability. Now, a shift in our behaviour is imperative.

Let's use our joint power to increase global environmental and social standards, and to play a key role in promoting a cultural shift!

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LEFAY RESORT & SPA DOLOMITI

MADONNA DI CAMPIERO





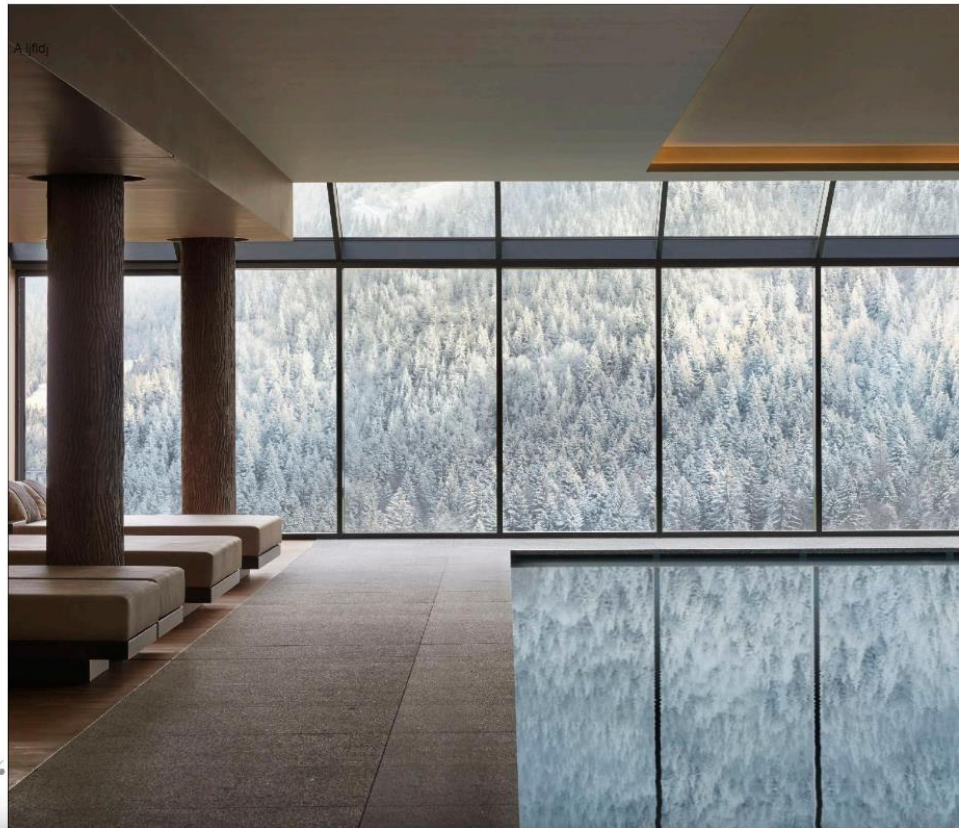
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INDEPENDENTLY MINDED

Lefay Resorts & Residences is a family owned group. This has allowed us to design our brand identity in a completely independent way, following our own vision and mission and creating a completely unique concept based on new luxury, sustainability and holistic wellness. The Lefay experience is primarily based on environmental respect and on an innovative wellness method created by our Scientific Committee: two features which are not reproducible and that are intrinsically part of our company, in every step we take. Lastly, the Lefay wellness holiday excellence is based on a series of standards that we have set according to our personality and practices, a choice that enables us to always be free-spirited without any restrictions from third parties.

Alice Lani - Owner - CEO

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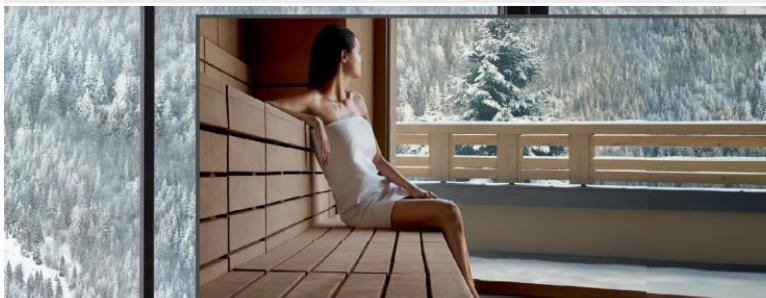




VITAL SUSTAINABLE CUISINE

A concept highlighting the most authentic flavours of the area, using seasonal ingredients mixed with aromas of the Dolomites. Lefay Vital Gourmet privileges the health aspects of food following the principles of green cuisine and enhancing local fragrances.

Lefay Vital Gourmet champions the Mediterranean diet and the most authentic flavours of the region, using seasonal ingredients mixed with aromas of the Dolomites for a vital and light cuisine.



GREEN IDENTITY

Wellness, green identity and Italian lifestyle are the main drives of my family inspirational vision. After the successful venture with Air Dolomiti, my parents felt that the world was changing, and that being in complete harmony with ourselves and with the territory would become an urgent need in contemporary society. This was just before 2006, and their approach was definitely forward-thinking for the time.

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LEFAY TOTALLY GREEN

Lefay Resorts is the first Italian company in the tourism sector to sign an agreement with the Ministry of the Environment for projects aimed at neutralisation of CO2 emissions. This is achieved through the purchase of CERs credits (in accordance with the Kyoto Protocol), intended to reduce emissions in Italy and in developing countries.

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An extremely rewarding project. We worked closely with the owner who proved to be farsighted and attentive to even the smallest detail. This has ensured the achievement of the goal of creating a project linked to the particular location of the Dolomites and to "Italianness", respecting the prestigious Lefay brand, a brand that has been able to establish itself in a particularly competitive market, giving shape to an idea of contemporary and environmentally friendly luxury. This work represents the perfect example of the operating philosophy of our firm, that is, extending the idea of well-being to all aspects of the project.

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“WE BELIEVE THAT EXCLUSIVITY MEANS DOING WHAT NO ONE ELSE HAS YET THOUGHT OF, INVESTING IN THE PRESENT AND FUTURE, CREATING SOMETHING FOR A SELECT FEW THAT BENEFITS EVERYONE.”



Lefay Resort & Spa Dolomiti

LEFAY