



LEFAY APPOINTED TO MANAGE THE NEW ULTRA LUXURY AMINONA RESORT IN CRANS-MONTANA, SWITZERLAND

Lefay Resorts & Residences has been appointed by the developer Aminona Luxury Resort and Village SA ("ALRV") to manage the new luxury SPA Resort located in Crans-Montana, Switzerland.

The new Resort will mark Lefay expansion abroad, adding to the brand's Italian portfolio a new property in Switzerland and launching the Group's development pipeline of properties in central Europe.

The village of Aminona is located in the municipality of Crans-Montana, a place long treasured for its charming surroundings and famous for being one of the most prestigious ski resorts in Switzerland.

Nestled in the tranquillity of alpine forests, the project overlooks the astonishing scenario of the most glorious mountains, facing Mount Rosa, Matterhorn and Mont Blanc and is connected to the ski lifts which will provide direct access to the slopes. At an altitude ranging from 1,500 to 3,000 meters, the Crans-Montana ski area offers breathtaking views from its 140 kilometres of south-facing marked pistes.

The new Lefay Resort will offer 106 Suites (ranging from 41 to 147 sqm) and 12 serviced branded private chalets. The award winning Lefay SPA will cover an indoor surface of more than 4,000 sqm, featuring multiple indoor and outdoor swimming pools, wet zones, an adults-only area and 21 treatment cabins. The wellness area is themed along the original energy concept of Lefay SPA Method, combining Classical Chinese Medicine and Western Scientific Research to completely regenerate body, mind, and spirit. A unique wellbeing philosophy, renowned by the most influential wellness experts and organisation for its life changing power.

The culinary offer, including different dining options, will be conceived according to the Lefay Vital Gourmet pillars, such as Mediterranean diet, the use of seasonal natural ingredients, the selection of Italian spirit regional delicacies and the favouring of local organic suppliers.

The design of the Hotel, supervised by the renowned firms Callison RTKL and IB+, is consistent with Lefay's new luxury and Italian style vision, encapsulating the trend towards the fusion of natural elements being put centre stage whilst maximizing the potential of the beautiful location and creating the finest standards in design and



hospitality. The Interiors, curated by MKV, enhance the use of natural materials, such as rough stone, textured wood, and bronze metal, and create a rich backdrop, resulting in a high and luxury finish that will continue to stand the test of time.

Consistently with Lefay's attested commitment towards sustainability, the project will privilege renewable and clean energy sources such as geothermal, photovoltaic panels and biomass.

"I am delighted to unveil that Lefay has been selected by ALRV among other international brands to manage their flagship property within the new Aminona project in Crans-Montana" says Alcide Leali, CEO of Lefay Resorts & Residences. "This achievement marks the first step of our international expansion, as well as our first property under a management contract. We are pleased to continue our growth with the addition of such an outstanding destination, which will strengthen our positioning as the Italian leading brand in the luxury wellness hospitality."

Lefay Resorts & Residences

The Group was founded in 2006 by Domenico Alcide and Liliana Leali with the aim of becoming the Italian reference brand in the international market of luxury wellness holidays through the creation of a collection of eco-resorts according to the Italian style and living and the new Lefay concept of luxury.

The first jewel in the Lefay Resorts Collection is Lefay Resort & SPA Lago di Garda. Located in Gargnano and opened in 2008, it has been awarded with more than 100 international accolades in 14 years, gaining the status of one among the reference SPA Destinations worldwide. Lefay Resort & SPA Dolomiti, opened in 2019, has already obtained 30 international awards. Consistently with the main values, well-being and sustainability, both properties are totally carbon neutral and certified by the most influential organisations. In 2018 the Company entered the Serviced Branded Residences business, creating the first 21 Lefay Wellness Residences within an Italian SPA Destination.

Aminona Luxury Resort and Village SA

ALRV is a privately-owned Swiss company domiciled in Crans-Montana (Canton Valais). ALRV is in charge of the full development process, from planning, permitting and construction to the sales and marketing activities of the Aminona Village Masterplan, which foresees the creation of a new mountain destination with hotels, shops, restaurants, bars and activities and a variety of recreational and supporting facilities.

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