



Purple Ski unveils its top luxury chalets for 2024/25, offering unparalleled opulence and service across Méribel, Courchevel, and Val d'Isère.



Purple Ski, the esteemed purveyor of luxury chalet experiences, has unveiled its crown jewels for the upcoming 2024/25 ski season.



Set in the heart of the French Alps, these exquisite properties offer unparalleled opulence and comfort across the renowned resorts of Méribel, Courchevel, and Val d'Isère.



From the newly refurbished Chalet Iona to the slope-side splendour of Chalet Lapin Blanc and the award-winning Chalet Machapuchare, Purple Ski continues to redefine alpine luxury.

Purple Ski: The Luxury Standard





Purple Ski has been creating exceptional mountain escapes for years, with a handpicked selection of catered ski chalets for the most demanding travellers. Each property in their portfolio has been carefully chosen to meet the highest standards of luxury, comfort and style.

The company's commitment to excellence extends beyond the physical properties. Guests at Purple Ski chalets are treated to a gastronomic journey, with daily gourmet breakfasts and afternoon teas, complemented by exquisite dinners prepared by private chefs.

New for the 2024/25 season, Purple Ski has elevated its culinary offerings, presenting guests with sumptuous four-course dinners on five evenings of a week-long stay, balanced with a cosy, homestyle meal on one evening.

To further enhance the epicurean experience, fine château and domaine-bottled wines are served alongside unlimited champagne, ensuring that every meal is a celebration of flavour and indulgence.

Unbeatable Service and Amenities



Purple Ski's attention to detail is evident in the services they offer to their guests. Each chalet has a full team of staff, daily housekeeping to keep the living areas spotless throughout the stay.

The company goes above and beyond to cater to guests' needs before they even hit the slopes. An in-chalet ski and boot fitting service ensures that everyone is perfectly equipped for their mountain adventures. For transportation needs, a private chauffeured minibus is at guests' disposal, offering convenient access to the slopes and local attractions.

Purple Ski's concierge service stands ready to fulfil every wish and whim. From arranging private airport transfers and helicopter rides to securing coveted **restaurant** reservations, organising ski lessons, or arranging childcare, no request is too great or small.

The team specialises in crafting bespoke experiences that transform a ski holiday into an extraordinary alpine adventure.

Chalet Lapin Blanc: Slope-Side Sophistication



Prime Location Meets Luxurious Living

For ski enthusiasts who prioritise immediate access to the slopes, Chalet Lapin Blanc in Méribel Chaudanne is the ultimate choice. This striking property, capable of accommodating up to 15 guests across seven generously sized ensuite bedrooms, offers the perfect blend of luxury and convenience.

Situated directly on the slopes of central Méribel, Chalet Lapin Blanc provides unparalleled access to the resort's extensive network of pistes and the wider Three Valleys area – renowned as the world's largest interconnected ski domain. This prime location ensures that guests can maximise their time on the snow, with the ability to ski directly from the chalet's doorstep.

Spacious Interiors for Ultimate Comfort

The interior of Chalet Lapin Blanc is a testament to thoughtful design and luxurious comfort. At its heart lies an expansive sitting and dining room, centred around a welcoming log fire that creates a cosy atmosphere perfect for après-ski relaxation.

The addition of a mezzanine study area offers a quiet space for those needing to catch up on work or simply enjoy a moment of solitude with a good book.

Entertainment options abound within the chalet. A dedicated cinema room, complete with its own bar, provides the ideal setting for movie marathons after a day on the slopes.

For those seeking relaxation and rejuvenation, the chalet boasts a sauna and an outdoor hot tub situated on a private, south-facing balcony – the perfect spot to soothe tired muscles while taking in the breathtaking mountain views.

One of Chalet Lapin Blanc's most appealing features is the uniformity of its bedrooms. With all rooms similar in size and appointed to an equally high standard, there's no need for guests to compete for the 'best' room, ensuring a harmonious stay for groups of friends, multi-generational families, or corporate retreats.

The Heart of Méribel at Your Doorstep

While the chalet itself offers an abundance of amenities, its central location in Méribel means that guests are never far from the vibrant atmosphere of this world-class resort. A short stroll brings you to a plethora of **restaurants**, bars, and shops in Méribel Village, offering plenty of opportunities to experience local culture and cuisine.

The combination of ski-in, and ski-out convenience, luxurious accommodations, and proximity to Méribel's attractions makes Chalet Lapin Blanc one of the most sought-after properties in the valley. Its enviable position affords stunning views of the surrounding mountains and valleys, creating a true alpine paradise.

For those looking to experience the pinnacle of slope-side luxury, a seven-night stay at Chalet Lapin Blanc is available from €42,990 (approximately £36,623) on a catered basis.

Chalet Iona: A Méribel Masterpiece Reimagined



A Secluded Sanctuary with Breathtaking Views

Nestled in the picturesque orchards of Le Villard, Chalet Iona stands as a testament to Purple Ski's commitment to continuous improvement and luxury. For the 2024/25 season, this Méribel gem has undergone a significant transformation, cementing its status as the premier address in the valley.

The chalet's recent renovations have focused on remodelling the bedrooms, resulting in three spacious master suites that offer unrivalled comfort and style. These enhancements ensure that every corner of Chalet Iona provides a visual feast, with panoramic views stretching across 13 charming villages and settlements, culminating in the majestic vistas of the Vanoise National Park and the imposing Grand Bec mountain.

Elegance and Comfort in Perfect Harmony

Chalet Iona's interior is a masterclass in sophisticated alpine design. The property now boasts three expansive master suites, one of which features an adjoining children's bunk niche, perfect for families.

Two additional double rooms complete the sleeping arrangements, with one offering direct balcony access for those who wish to step out and breathe in the crisp mountain air.

As you enter the chalet you're greeted by a large high ceilinged living and dining area. The space is centred around a dramatic suspended fireplace, a real showstopper. Vintage Danish furniture adds a touch of mid century chic and a hand crafted oak dining table for those special group meals.

For entertainment and relaxation, a second spacious living room on the lower level offers a haven of leisure. Here, guests can enjoy board games, watch their favourite shows on a large-screen TV, or delve into an extensive collection of classic vinyl records.

After a day on the slopes, the sauna and outdoor hot tub provide the perfect spots for soothing tired muscles while soaking in the alpine atmosphere.

Flexibility for Every Group

Understanding the diverse needs of its clientele, Purple Ski offers additional flexibility with Chalet Iona. The property includes an annexe, Chalet India, which can serve multiple purposes. It's an ideal den for teenagers seeking their own space, a private retreat for friends or extended family, or even a secluded workspace for those needing to balance business with pleasure.

Chalet Iona's location in the rustic hamlet of Le Villard adds to its charm. This mid-17th century settlement, with its old chapel, bread oven, and freshwater well, provides a glimpse into the area's rich history.

Despite its secluded feel, the chalet is merely a 10-15 minute drive from the main lifts, ski schools, and après-ski activities, offering the perfect balance of privacy and convenience.

For those seeking a truly exceptional Méribel experience, a seven-night stay at Chalet Iona starts from €28,790 (approximately £24,538) on a catered basis.

Chalet Machapuchare: Val d'Isère's Crowning Glory



Award-Winning Design Meets Alpine Tradition

Chalet Machapuchare, recently voted France's Best Chalet in the World Ski Awards, is the brainchild of Val d'Isère local Yoann Marchand. A ski instructor with a passion for design Marchand has created a property that combines traditional alpine style with modern luxury and functionality.

Perched in the exclusive Le Crêt area, Chalet Machapuchare commands uninterrupted views across the entire Val d'Isère valley. From the rocky cliffs above La Daille to the main ski areas, the picturesque village centre, and the majestic glaciers beyond, the panorama from this chalet is truly awe-inspiring.

A Haven of Luxury and Relaxation

Accommodating up to 15 guests across seven opulent bedrooms, Chalet Machapuchare offers a serene Alpine retreat just moments away from the bustling nightlife, pistes, restaurants, and shops of Val d'Isère.

The chalet's design prioritises both comfort and entertainment, featuring a spacious, open-plan living and dining area that serves as the heart of the property.

The attention to detail is evident throughout, from the well-appointed boot room to the numerous balconies and terraces that invite guests to immerse themselves in the breathtaking Alpine scenery. When it comes to relaxation and recreation, Chalet Machapuchare leaves no stone unturned. Guests can enjoy:

- An indoor pool with a counter-current system for fitness enthusiasts
- A dedicated massage room for post-ski pampering

- A rejuvenating hammam
- A state-of-the-art gym for maintaining fitness routines
- A private cinema for cosy movie nights
- An outdoor jacuzzi for stargazing while soothing tired muscles

A Labour of Love and Local Heritage

The story of Chalet Machapuchare is deeply rooted in the history of Val d'Isère and the Marchand family. Yoann's father and grandfather started the project in the early 90s by building the road to the chalet. This connection to the land is visible in every aspect of the chalet's design and construction.

Built using local larch pines, the chalet embodies the spirit of its Alpine surroundings. In a feat of engineering and creativity, Yoann and his father excavated two levels to create a James Bond-worthy parking facility that sets the tone for the luxury experience from the moment guests arrive.

In a nod to the property's origins, one wall of the garage proudly displays the natural rock face exposed during construction, while stones excavated during the building process have been thoughtfully incorporated throughout the chalet.

The interior design, a collaboration between Yoann and his wife Charlotte Guilhamat, a trampolinist and personal trainer with a keen eye for aesthetics, reflects their shared passion for detail and family heritage. Throughout the chalet, subtle references to the family's history can be found, adding depth and character to the luxurious surroundings.

For those seeking the epitome of Alpine luxury in Val d'Isère, a seven-night stay at Chalet Machapuchare starts from €53,990 (approximately £45,991) on a catered basis.

Embracing the Alpine Dream



As the 2024/25 ski season approaches, Purple Ski stands ready to offer discerning travellers an unparalleled winter experience. From the newly refurbished Chalet Iona in Méribel to the slope-side convenience of Chalet Lapin Blanc and the award-winning luxury of Chalet Machapuchare in Val d'Isère, each property in the Purple Ski portfolio promises a unique and unforgettable Alpine getaway.

With their commitment to excellence in accommodation, cuisine, and service, Purple Ski continues to set the gold standard for luxury chalet experiences in the French Alps.

Whether you're seeking a family retreat, a gathering of friends, or a corporate escape, Purple Ski's collection of chalets offers the perfect backdrop for creating lasting memories amidst the snow-capped peaks of the Alps.

As winter sports enthusiasts and luxury seekers begin to plan their mountain escapes, the allure of Purple Ski's chalets beckons – promising not just a holiday, but an immersion into a world where Alpine tradition meets contemporary luxury, and where every detail is crafted to perfection.