

TRAVEL — 1 DAY AGO

Purple Ski Elevates Chalet Iona: Méribel's Luxury Retreat & Spring Deals

by SALON PRIVÉ

A New Era of Alpine Elegance at Chalet Iona

Nestled within Méribel's serene landscape, **Chalet Iona** has long been a jewel in Purple Ski's prestigious portfolio. For the 2025 ski season, this iconic property unveils a partial refurbishment designed to redefine luxury for discerning travellers. The updates, blending contemporary opulence with alpine charm, cater to multigenerational families, corporate groups, and friends seeking both privacy and grandeur.



The refurbishment focuses on enhancing comfort without compromising the chalet's rustic character. Three expansive master suites now dominate the sleeping quarters, each adorned in rich jewel tones and sumptuous linens. The redesign ensures every room capitalises on the chalet's panoramic vistas, stretching across 13 villages to the snow-capped peaks of the **Vanoise National Park**.

For families, a whimsical "kids' corner" with cabin-style bunkbeds adds a playful touch, ensuring younger guests feel equally pampered.

Luxurious New Master Suites and Family-Centric Design

Chalet Iona's master suites epitomise alpine sophistication. Velvet drapes, handcrafted furniture, and bespoke lighting create an ambiance of understated glamour.

One suite features a discreet bunk niche, complete with velvet curtains evoking the romance of a luxury sleeper train. These beds, spacious enough for adults, offer flexibility for families or groups preferring shared spaces.

The en-suite bathrooms have been transformed into sanctuaries of relaxation. Double showers, freestanding bathtubs, and artisanal tiling reflect meticulous attention to detail. Natural materials like oak and marble harmonise with modern fixtures, ensuring a seamless blend of tradition and innovation.

Two additional double bedrooms, including one with private balcony access, accommodate larger parties without sacrificing intimacy.



A Sanctuary in the Heart of Méribel's Le Villard Hamlet

Chalet Iona's location in Le Villard, a 17th-century hamlet, offers an enchanting escape from Méribel's bustling centre. Surrounded by orchards and historic landmarks like a preserved bread oven and chapel, the property exudes timeless charm. Its seclusion is juxtaposed with convenience: the chalet sits just a 10-minute drive from Méribel's main lifts, ski schools, and vibrant après-ski scene.

Guests waking here are treated to uninterrupted views of the Grand Bec mountain, a spectacle best enjoyed from the chalet's East-facing windows. The hamlet's tranquillity ensures evenings are spent in blissful isolation, whether stargazing from the hot tub or lounging by the suspended fireplace. For those craving connectivity, **Purple Ski's** private chauffeur service bridges the gap between serenity and accessibility.

Unparalleled Social Spaces for Memorable Gatherings

The chalet's communal areas have been thoughtfully curated for both celebration and relaxation. The main living space, anchored by a dramatic suspended fireplace, features vintage Danish furniture and a sprawling oak dining table. Floor-to-ceiling windows frame the alpine panorama, creating a breathtaking backdrop for gourmet meals.

A lower-level lounge offers a cosy retreat with board games, a vinyl collection, and a large-screen TV. This space flows seamlessly into a sauna and outdoor hot tub, ideal for post-ski rejuvenation. For larger groups, the adjacent Chalet India annexe provides extra privacy, functioning as a teen den, workspace, or guest quarters.



Sensational Spring Ski Offers Across Méribel, Courchevel, and Val d'Isère

Purple Ski has unveiled enticing discounts for spring 2025, making luxury ski holidays more accessible. Guests booking Chalet Iona from 2nd March enjoy a 15% reduction, saving over €4,000. Weeks starting 16th and 23rd March offer 10% off, ideal for late-season snow enthusiasts. Detailed pricing is available on **Purple Ski's** official website.

The promotions extend across **Purple Ski's** portfolio. Chalet Margaux and Lapin Blanc in Courchevel, alongside Méribel's Chalet Harmony and Val d'Isère's Inoko and Machapuchare, feature similar discounts. These chalets, sleeping 8–15 guests, promise tailored experiences, from private chefs to curated wine pairings, ensuring every stay feels exclusive.

The Purple Ski Experience: Bespoke Luxury on the Slopes

A stay with **Purple Ski** transcends standard ski holidays. Each chalet boasts a dedicated team, including a private chef crafting daily breakfasts, afternoon teas, and six-course dinners. Fine wines and unlimited champagne elevate meals, while daily housekeeping and in-chalet ski fittings streamline logistics.

The concierge service excels in crafting personalised itineraries. Whether arranging helicopter transfers, securing coveted restaurant reservations, or booking childcare, every detail is meticulously managed. This commitment to excellence has cemented **Purple Ski's** reputation as a leader in luxury alpine hospitality.



Securing Your Alpine Escape

A seven-night stay at Chalet Iona starts from €28,790 (£24,208) on a catered basis, with spring discounts enhancing affordability. Prospective guests are encouraged to explore **Purple Ski's** website for real-time availability and tailored offers. As the snow melts and spring sunshine bathes the **Alps**, there's no better time to experience Méribel's magic through **Purple Ski's** lens.