

# A NEW ERA OF LUXURY IN THE FRENCH ALPS: CHALET CERVINIA TO DEBUT IN VAL D'ISÈRE

By: Christian Stan | 9 September, 2025

HOTELS , DESIGNER HOTELS , NEWS

When winter returns to the French Alps in December 2025, one of Europe's most coveted ski destinations will welcome a dazzling new jewel to its crown. Purple Ski, renowned for its collection of extraordinary alpine retreats, is unveiling its latest masterpiece: Chalet Cervinia in Val d'Isère, a brand-new six-bedroom sanctuary that redefines mountain luxury.

Share our story:



Chalet Cervinia Living Room

This exceptional property is the brainchild of **Etienne and Jeanne Roesch Degoy**, the



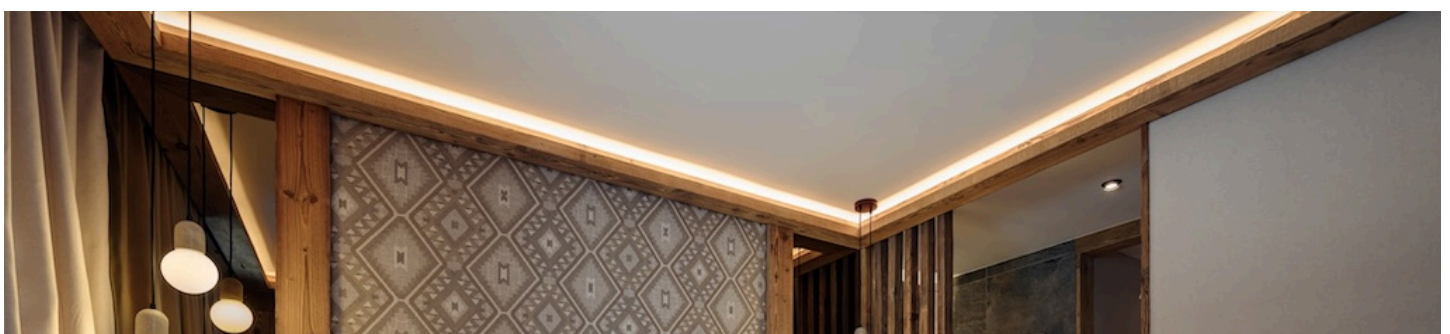
visionary couple behind **Purple Ski's** award-winning **Chalet Inoko**. A project infused with personal passion, **Chalet Cervinia** draws its name from the Italian word for the Matterhorn — the peak Etienne summited earlier this year, and one that symbolizes both adventure and achievement.



Chalet Cervinia Dining Room

## A RARE NEW-BUILD GEM IN VAL D'ISÈRE

In **Val d'Isère**, where charming chalets and historic lodges dominate the village landscape, entirely new builds are rare. **Chalet Cervinia**, tucked away in the peaceful lanes of Le Joseray, is thus a true rarity: a contemporary residence that harmonizes seamlessly with the traditional alpine aesthetic, while offering state-of-the-art amenities. Just 100 metres from the Joseray piste and a short stroll from the vibrant village centre, the chalet is perfectly placed for guests seeking both tranquility and proximity to Val d'Isère's celebrated dining and nightlife scene.







Chalet Cervinia Double Room

## DESIGNED FOR FAMILIES AND FRIENDS

Spread across three elegant floors, **Chalet Cervinia** accommodates up to **13 guests**. **Five sophisticated double bedrooms**, each with its own en-suite bathroom, ensure privacy and indulgence, while a charming children's bunk room completes the sleeping arrangements.



Chalet Cervinia Double Room





Chalet Cervinia Bathroom

Whether gathering as a family or as a group of friends, the chalet's open-plan living areas invite long evenings by the fire, glasses of vintage wine in hand, framed by sweeping alpine views.







Chalet Cervinia Swimming Pool

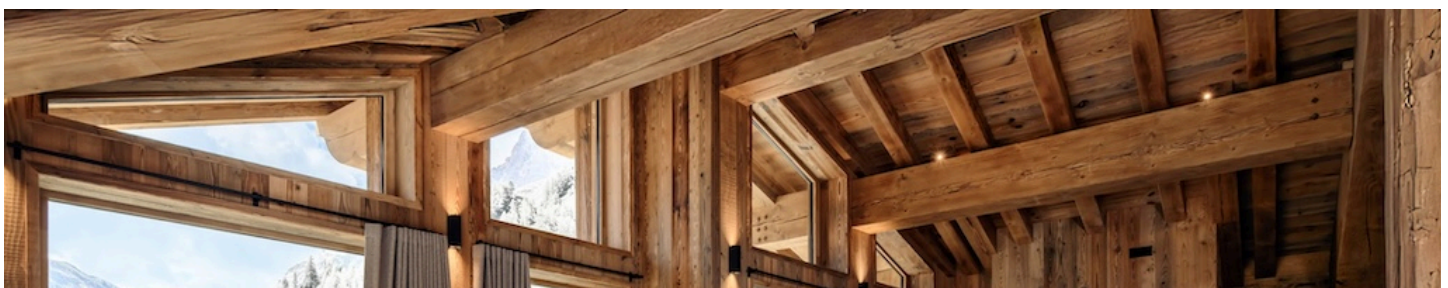
## A SANCTUARY OF WELLNESS AND ENTERTAINMENT

Après-ski here means so much more than hot chocolate and a blanket. The **chalet's spa** rivals those of luxury hotels, featuring a shimmering indoor swimming pool, a sauna, a hot tub, and a dedicated massage room — the perfect place to restore balance after a day on the slopes.



Chalet Cervinia Sauna

Evenings promise indulgence of a different kind. On the ground floor, guests can sink into plush, tiered seating in the chalet's private cinema, complete with starry-sky ceiling lights for a true theatrical atmosphere. For skiers, a custom-designed boot room ensures mornings begin with comfort and style, every detail considered for a seamless alpine experience.





Chalet Cervinia

## ALPINE ELEGANCE, PURPLE SKI STYLE

**Purple Ski** has long been synonymous with the art of bespoke alpine hospitality. Chalet Cervinia continues this tradition, combining immaculate service with a timeless design that blends natural wood, stone, and glass to reflect both alpine heritage and contemporary sophistication.

As Edwardian charm collides with modern indulgence, every detail — from curated artwork to atmospheric lighting — has been crafted to elevate the guest experience. This is not just a chalet; it is a private alpine universe where every desire is anticipated.

## THE DETAILS

A seven-night stay at **Chalet Cervinia** begins from **€35,920 (£31,026\*)** on a fully catered basis, inclusive of Purple Ski's renowned service. Guests can expect fine dining, premium wines, and the attentive care that has made Purple Ski one of the most respected names in luxury mountain escapes.

For more information or to reserve your winter retreat, visit [purpleski.com/chalets/cervinia](https://purpleski.com/chalets/cervinia).

Share our story:

