



JOANNA LAFORGE

Joanna LaForge is the Commercial Director of the family-owned group who own and run Purple Ski which offer exclusive luxury catered ski holidays in the Three Valleys and Val d'Isère and Purple Summer, a boutique collection of villas in the South of France along with a 14th century château in Chambéry.

Purple Ski is a premier luxury chalet operator, offering an exceptional portfolio of the finest luxury catered ski chalets across Méribel, Courchevel and Val d'Isère. These five-star alpine retreats are combined with Purple Ski's signature outstanding service and gourmet quality cuisine to provide a truly unforgettable winter escape for families and friends alike. All the chalets within the bespoke collection – which sleep from eight up to 15 people – have been carefully hand-picked and offer first-class facilities, each with a distinctive personality.

“ The best chalets combine Alpine authenticity with contemporary elegance

Key Trends in the Luxury Ski Industry

Joanna Laforge, Commercial Director of Purple Ski & Purple Summer, explores the key trends shaping the luxury ski sector today and how they are redefining what it means to holiday in the mountains

Luxury ski holidays are no longer just about time on the slopes. Today's travellers seek a holistic Alpine experience that combines wellness, gastronomy, privacy, design and curated adventure. At Purple Ski, we've seen firsthand how guest expectations have shifted – and how chalets themselves have become destinations in their own right.

I'll explore the key trends shaping the luxury ski sector today and how they are redefining what it means to holiday in the mountains.

WELLNESS AT THE HEART OF THE EXPERIENCE

A decade ago, a hot tub on the terrace was a luxury. Now, wellness facilities are expected as standard. Guests look for chalets with pools, hammams, saunas and spa areas designed with the same architectural ambition as the living spaces. Attention to every small detail is key, whether it's for the sauna or the heated boot room.

There's also growing demand for in-chalet treatments and private instructors. Whether it's yoga, pilates, guided meditation or daily massages, guests want to integrate wellbeing seamlessly into their stay. For many, the ski holiday has become as much about recharging the body and mind as it is about the mountains themselves.

Top Tip: If wellness matters to you, check in advance whether

a chalet offers private treatment spaces and can arrange in-house practitioners. That way, you can build a wellness routine seamlessly into your stay.

CULINARY EXCELLENCE, TAILORED TO YOU

Another defining trend is food. Rather than dining in crowded restaurants, guests enjoy Michelin-level cuisine in the privacy of their chalets. Chefs are required to create menus tailored to individual tastes and dietary preferences, balancing indulgence with health-conscious dishes.

While champagne continues to flow, there is a noticeable shift toward refined, lighter dining that reflects the broader focus on wellbeing.

Top Tip: Discuss your food preferences before arrival. From plant-based menus to wine pairings, chefs will craft dining that fits your lifestyle perfectly.

PRIVACY, EXCLUSIVITY AND SECURITY

For high-net-worth individuals and those in the public eye, discretion is paramount. Private entrances, secluded terraces and personalised service ensure guests can retreat from the world while enjoying the best of the Alps. Each chalet must feel like a destination in itself, capable of delighting even the most discerning guests.

BEYOND THE SLOPES: CURATED EXPERIENCES

Luxury travellers now expect experiences that go far beyond skiing – expanding their holiday into a full Alpine adventure. Concierge teams need to be built on an “anything is possible” philosophy – from helicopter transfers and wine tastings to private dog-sledding excursions, childcare and cultural outings. There is a big emphasis on creating memorable moments off the slopes, giving guests as many reasons to return as the skiing itself.

Top Tip: Consider mixing ski days with bespoke experiences. A private wine tasting or mountain adventure can make your holiday truly unforgettable.

WELCOMING NON-SKIING GUESTS

Another clear trend is the rise of non-skiing visitors. Families are arriving where only some – or even none – of the group ski. They come for the crisp mountain air, panoramic views, shopping, nightlife and wellness facilities. Chalets are now designed to ensure everyone finds their perfect rhythm, whether or not they step into skis.

DESIGN AS DESTINATION

Today's clients want chalets that inspire. The best properties combine Alpine authenticity with contemporary elegance: natural materials, bold design details, and interiors that invite both comfort and admiration. Guests want chalets they can share and celebrate – as photogenic as the mountains outside.

INTRODUCING CHALET CERVINIA

Purple Ski is proud to add Chalet Cervinia to our collection: a striking new property comprising five elegant ensuite bedrooms and a children's bunk room. Chalet Cervinia is the latest masterpiece from owners Etienne and Jeanne Roesch Degoy, the husband-and-wife team behind Purple Ski's award-winning Chalet Inoko. The property is a brand-new build, a rarity when it comes to well-located chalets in the Alps' premier resorts. Embodying all these trends – with spectacular views of the Matterhorn, cutting-edge wellness facilities, expansive entertaining spaces and exquisite interiors, it represents the very best of modern Alpine luxury.

For more information, please visit www.purpleski.com



Chalet Cervinia - Dining Room



Chalet Cervinia - Cinema Room



Chalet Cervinia - Swimming Pool