



Beaumont
L'ALPAGA
Alt. 1100 M MEGÈVE ALPES



**PRESS KIT
2024**



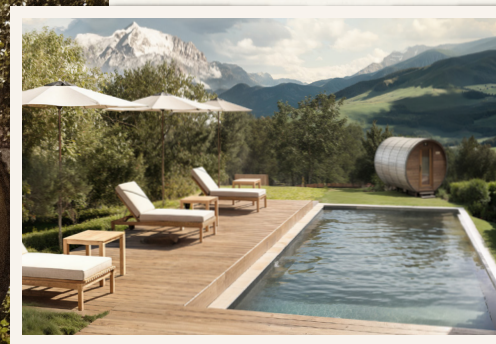
L'ALPAGA

IN THE LIGHT FROM MONT-BLANC

IN A WORD

In the natural sanctuary of the French Alps, far from the hustle and bustle, ten exceptional chalets are nestled, six of which are reserved for complete privacy. These true architectural masterpieces elegantly combine modernism with respect for regional traditions. At every corner the sunlight accompanies, diffusing through the large windows, into the cozy rooms, within the restaurants... An irresistible call to immerse oneself in the surrounding nature. From the balconies overlooking the majestic surrounding peaks, or sheltered, cradled by a subtle natural setting, appropriate readings, enchanting melodies, and live performances illuminate each moment. Spaces bathed in light, so many invitations to relaxation and discovery.

The emphasis on well-being is fully expressed here, with a multitude of activities allowing you to recharge in the open air, whether enjoying the new heated outdoor pool or sports and relaxation sessions at the spa, in the fitness room, or in the indoor pool. Everything is done to make your stay a moment of pure relaxation and revitalization.



Beaumier



ÉRIC DARDE

«At the heart of Megève, facing Mont Blanc, L'Alpaga is where refinement meets alpine serenity. A peaceful haven in the midst of nature, it is the ideal destination for rest and rejuvenation.»

**Éric Darde,
CEO of Beaumier**



MARIE-HÉLÈNE ZILLER

«Welcome to L'Alpaga!»

In this small hamlet, we are delighted to introduce you to our ten chalets, designed in the purest Megève tradition.

This place, a true haven of peace where we celebrate serenity, nature, and craftsmanship, is dedicated to offering you a wild journey by highlighting local treasures.

It is difficult to describe the feeling one experiences upon discovering this place, but everyone agrees that it is magical!

Beyond the alpine architecture and the cozy atmosphere of the rooms, the highlight is Mont Blanc, the view that helps us forget everyday worries and compels us to enjoy the present moment.

With our teams, we strive to offer you authentic experiences, whether in one of our restaurants, at the spa, in the pool, in our gardens, or during an activity, while sharing values dear to us, such as sharing, conviviality, and authenticity.

See you soon!»

**Marie-Hélène Ziller,
General Manager of l'Alpaga**



ROOM AND SUITE PRICES

- Rooms : from €310
- Suites : from €585
- Chalets : from €990





DESIGN & ARCHITECTURE

Vicky Charles and Julia Corden, the architects of Charles & Co, have made their mark at L'Alpaga in their first collaboration with Beaumier. They've taken an approach that aims to preserve the interior architecture while integrating the natural majesty of the surroundings.

The renovated rooms evoke the authentic charm of alpine chalets, combining contemporary comfort with traditional elements. Wood paneling and linen fabrics create a warm atmosphere, while each decorative detail resonates with emotion. The space invites relaxation and reflection.

Gwenaëlle Grandjean, a renowned landscape architect, has added her personal touch with a contemporary herbarium for L'Alpaga. Her large-format works capture the diversity of the surrounding flora, offering a total immersion in nature.

Gabriel Micheletti, the painter, has enhanced the walls of L'Alpaga with his luminous mountain landscapes. He shares: "Drawing landscapes is a pretext to stop for a long time, to wait, to reach the visionary state that incorporates me into the rhythm of geology. It would be enough for me to become the smallest fragment of this landscape to gain eternity."





GASTRONOMY

At La Table de l'Alpaga, each dish is a tribute to the surrounding nature. Freshly picked zucchinis, fragrant thyme, tender peas, invigorating mint, crisp beans, and delicate flowers align, showcasing the plant abundance that inspires the chef. Here, vegetables reign supreme, with fish and meats as loyal companions. The traditional culinary order is upended to highlight the soul of the region, expressed with precision and palpable inspiration in every bite. Culinary creations celebrate the treasures of the terroir with respect and ingenuity.

At Le Bistrot de l'Alpaga, more than just a brasserie, it is a temple where the flavors of Savoie are elevated. The warm atmosphere of raw wooden chairs and velvet benches welcomes a menu embodying the very essence of the region, in a subtle marriage of tradition and modernity.

The Bar de l'Alpaga, a true ambassador of the terroir, awaits you from 10 a.m. to 10 p.m., offering a breathtaking view of the surrounding peaks and a menu rooted in the richness of the Savoyard terroir. Aromatic herbs, garden flowers, and local spirits on one side, Savoyard snacks on the other, create a harmonious blend to delight the most discerning palates.

From the large bay windows of the Bistrot, the region unfolds in all its splendor. The generous and authentic offering starts at 7:30 a.m. and continues until 10:30 a.m., with cold and hot buffets showcasing the best local products: fresh juices, aromatic coffees, artisanal yogurts, moist cakes, savory charcuterie, eggs cooked in various styles... A perfect morning feast to start the day off right.



«In and around the hotel, there is a whole living ecosystem that must continue to inspire us and lead us towards an increasingly responsible approach.»

Alexandre Baule, the Chef of l'Alpaga.

La Table de l'Alpaga

—
23 pax
Open Wednesday to Sunday

Le Bistrot de l'Alpaga

—
35 pax
Breakfast: 7:30 AM - 10:30 AM
Lunch: 12:30 PM - 3:00 PM
Dinner: 7:00 PM - 9:30 PM

EXPERIENCES

Allow yourself to be swept away by the tranquility of the moment. Embark on mountain biking adventures, contemplate the majesty of Mont Blanc from the skies while paragliding, or refresh yourself in the pool.

Then, indulge in a moment of absolute relaxation. In the tranquil gardens, rejuvenate in the sauna, Swedish bath, or spa where time seems to stand still. By the new outdoor pool, surrender to the call of leisure and savor every moment.

As far as the eye can see, a breathtaking panorama awaits you: lush green meadows, dense forests, crystal-clear rivers, and majestic peaks. Your playgrounds for unforgettable summer vacations seem endless.

To elevate your stay, enjoy unforgettable evenings with outdoor film screenings on Mondays and live concerts in the gardens of L'Alpaga on Thursdays.

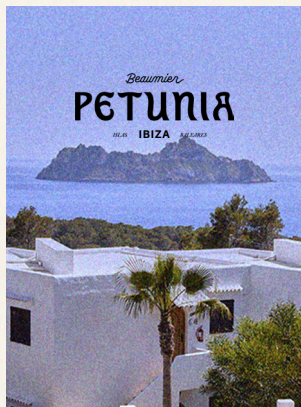
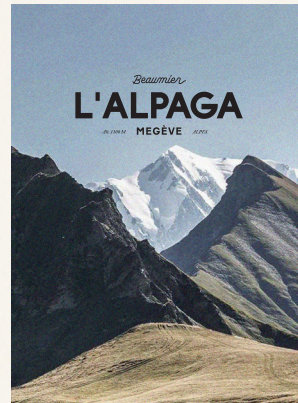
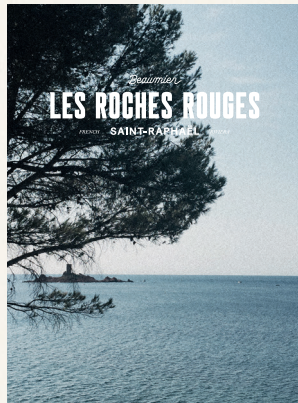
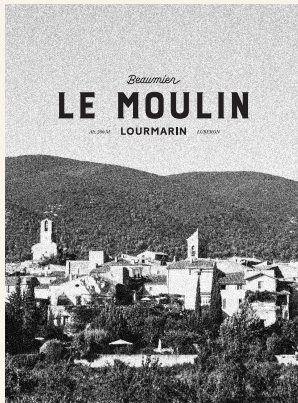
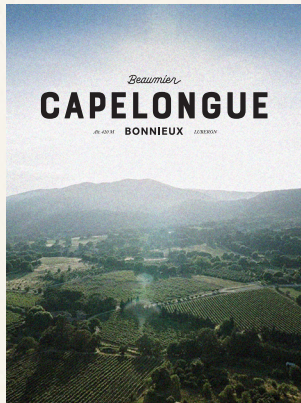
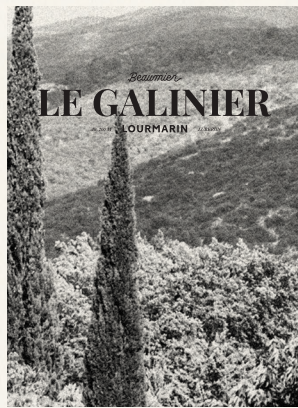
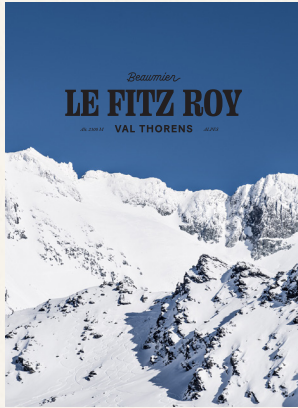
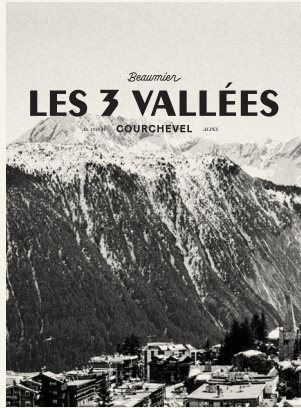


LOCAL

In Megève, summer unveils an enchanting landscape. Amidst the majestic peaks of the Alps, lush green meadows, and sparkling rivers, each space evokes a bucolic tranquility. The alpine atmosphere permeates every picturesque street, and every summer activity, from peaceful hikes to lively terraces. Megève in summer is truly a paradise for nature lovers and relaxation enthusiasts.



The Beumier group currently operates ten hotels in Europe.



BEAUMIER

Far from postcards and international standards, Beumier starts from each of its green destinations to rewrite a tailor-made story, full of relevance, with the help of a whole collective of enthusiasts. Each hotel transports its guests into its immediate environment. From the snowy peaks of the French or Swiss Alps to the sunny shores of the Mediterranean, and the beauty of Provence, Beumier outlines a sensitive luxury, blending authenticity, a deep sense of hospitality, and ethics.



L'ALPAGA

66 Allée des Marmousets - Route de Prariand 74120 Megève, France

WWW.BEAUMIER.COM

PRESS RELATIONS

FRANCE

Lifestyle

Magna Presse

13, Rue de la Grange Batelière, 75009 Paris / +33 (0)1 76 47 12 90
beumier@magnapresse.com

Corporate

Melchior France

98, rue Pierre Demours 75017 Paris / +33 (0)1 45 51 22 40
beumier@agencemelchior.com

THE UNITED KINGDOM / THE UNITED STATES OF AMERICA

Re:Agency

UK : 21A Noel Street, London, W1F 8GR / +44 7501 948 351
US : 223 West 13th Street, The Studio, New York, NY, 10011 / +1 (718) 877 1787
beumier@re-agency.com

AUSTRIA / GERMANY / SWITZERLAND

Melchior DACH

Kaulbachstrasse 70 80539 Munich / +49 (0)176 43242451
beumier@agencemelchior.com

SPAIN / LATIN AMERICA

Deborah Arantes PR

www.deboraharantes.com / +44 07788 371155
hello@deboraharantes.com



www.beumier.com