



Beaumont
L'ALPAGA
Alt. 1100 M MEGÈVE ALPES



PRESS KIT
2024



L'ALPAGA

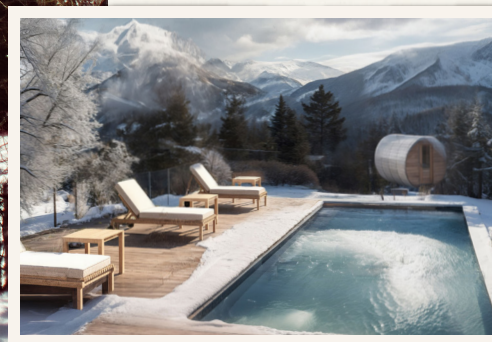
HEAD TO HEAD WITH THE MONT BLANC

IN ONE WORD

In the natural sanctuary of the French Alps, far from the bustle, nestle ten exceptional chalets, six of which are reserved for complete privacy. These architectural marvels elegantly blend modernism with respect for regional traditions. At every turn, the brilliance of snow and sunlight filters through vast windows, enveloping cozy rooms and restaurants, creating an irresistible call to immerse oneself in the surrounding nature.

From balconies overlooking majestic snow-capped peaks or sheltered spots, guests are embraced by a subtle natural setting, complemented by tailored readings, enchanting melodies, and live performances that illuminate each moment. Spaces bathed in light extend invitations to relaxation and discovery.

Well-being is fully expressed here, with a variety of outdoor activities for rejuvenation. Enjoy the new heated outdoor pool, sports and relaxation sessions at the spa, fitness room, or indoor pool. Every effort is made to ensure your stay is a moment of pure relaxation and revitalization.



Beaumier



ÉRIC DARDE

«In the heart of Megève, facing Mont Blanc, L'Alpaga blends refinement with Alpine serenity. A peaceful haven in the midst of nature, the ideal destination to relax and rejuvenate.»

Éric Darde,
CEO of Beaumier



MARIE-HÉLÈNE ZILLER

«Welcome to L'Alpaga!»

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

This place is a true haven of peace where we celebrate serenity, nature, and craftsmanship. We aim to take you on a journey that values local treasures and offers a wild exploration.

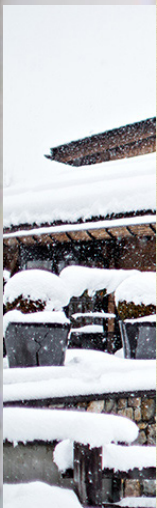
It's hard to put into words the feeling you get upon discovering this place, but everyone agrees that it's magical!

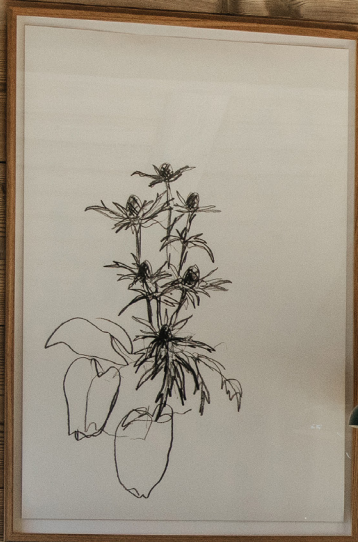
Beyond the alpine architecture and the cozy atmosphere of the rooms, the highlight is undoubtedly Mont Blanc, whose view helps us forget daily worries and encourages us to cherish the present moment.

With our teams, we strive to offer you authentic experiences, whether in one of our restaurants, at the spa, by the pool, in our gardens, or during an activity, all while sharing values that are 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 left their mark at L'Alpaga, their first collaboration with Beaumier. They have adopted an approach aimed at preserving the interior architecture while integrating the natural majesty of the surroundings.

The renovated rooms evoke the authentic charm of alpine chalets, blending 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.

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

Artist Gabriel Micheletti 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.»



GASTRONOMIE

At La Table de l'Alpaga, each dish pays homage to the surrounding nature. Freshly selected winter vegetables, aromatic herbs, roots, and tubers testify to the seasonal abundance that inspires the chef. Here, vegetables reign supreme, with fish and meats as faithful companions. Traditional culinary order is overturned to highlight the soul of the region, expressed with precision and palpable inspiration in every bite. Culinary creations celebrate the treasures of the local terroir with respect and ingenuity.

The Bistrot de l'Alpaga, more than just a brasserie, is a place of sharing and conviviality. The warm atmosphere of raw wood chairs and velvet banquettes welcomes a menu that embodies the essence of the region, blending tradition with modernity.

The Bar de l'Alpaga, a true ambassador of the local terroir, awaits you from 10:30 AM to 11:00 PM, offering breathtaking views of the snowy peaks. Aromatic herbs, garden flowers, and local spirits on one side, Savoyard snacks on the other, create a harmonious blend to delight even the most discerning palates.

From the large windows of the Bistrot, the region reveals itself in all its winter splendor. The generous and authentic offering begins at 7:30 AM and extends until 10:30 AM, featuring cold and hot buffets showcasing the best of local products: fresh juices, aromatic coffees, artisanal yogurts, moist cakes, savory charcuterie, eggs prepared 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

At L'Alpaga, let yourself be captivated by the charm of winter. Explore the snowy landscapes skiing, snowshoeing, or cross-country skiing around the majestic Mont-Blanc. After your adventure, warm up by the fireside with a book in hand, or relax at the spa in our indoor pool with massaging jets.

Outdoors, savor tranquility by our new heated pool, a true invitation to leisure. Escape and discover Megève in a new light. Venture out on snowshoes or backcountry skiing guided by an expert. Treat yourself to the magic of a dogsled ride for a fairy-tale experience.

To top it off, gain altitude with a 40-minute flight over the most beautiful views of the region, from Mont-Blanc to the surrounding mountains, including a flyover of the hotel. Depart with a unique memory of this unforgettable moment. For thrill-seekers, try ice climbing or snow biking in Megève.

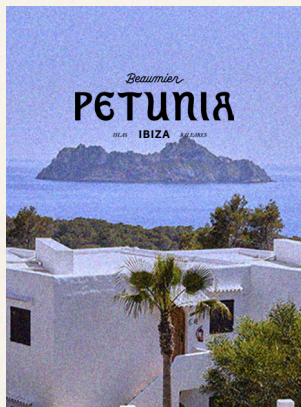
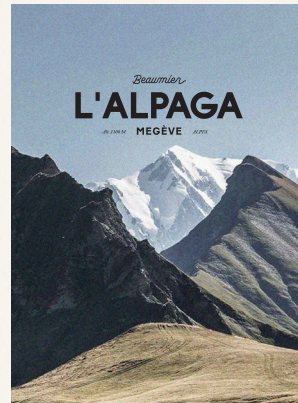
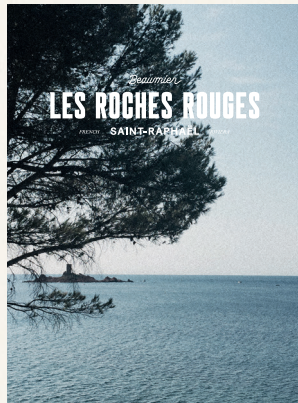
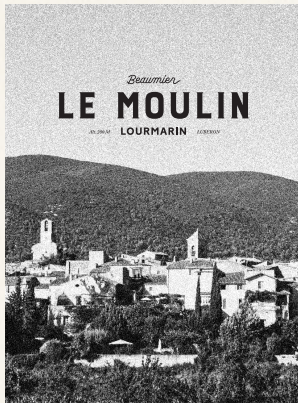
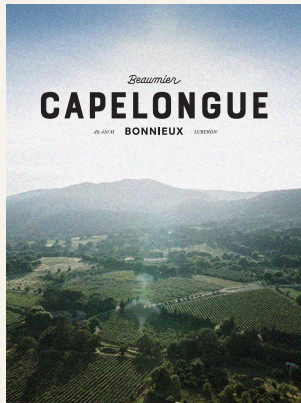
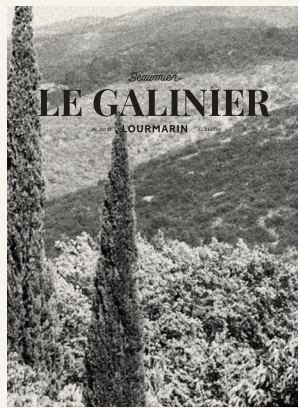
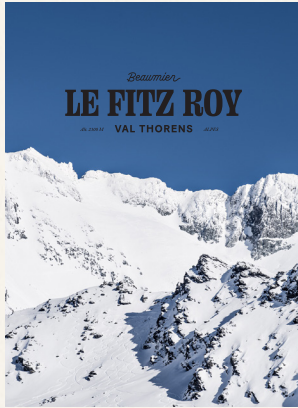
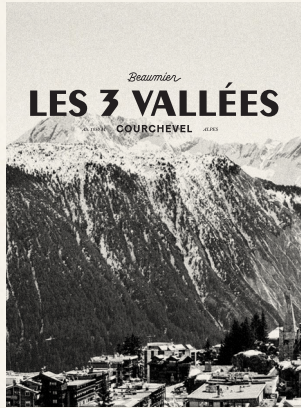


LOCAL

In Megève, winter unveils an enchanting landscape. Among the majestic peaks of the Alps, snowy forests, and frozen rivers, every corner exudes winter tranquility. The alpine atmosphere permeates each picturesque street and every winter activity, from thrilling ski runs to lively terraces warmed by campfires. Megève in winter 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
beaumier@magnapresse.com

Corporate

Melchior France

98, rue Pierre Demours 75017 Paris / +33 (0)1 45 51 22 40
beaumier@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
beaumier@re-agency.com

AUSTRIA / GERMANY / SWITZERLAND

Melchior DACH

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

SPAIN / LATIN AMERICA

Deborah Arantes PR

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



www.beaumier.com