

FRAGRANCE AND PERSONAL CARE

Valmont expands into hospitality with exclusive residences

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The Chalet Capucine was the first Les Residences Valmont to open. Image courtesy of Valmont

By LUXURY DAILY NEWS SERVICE

Swiss beauty brand Valmont is forging into the hospitality space with the opening of ultra-luxurious residences for the maison's most valued clients and friends.

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Les Residences Valmont are opening their doors in four countries, offering the opportunity for guests to fully immerse themselves in the brand. The residences bridge two of Valmont's pillars, beauty and art, through their design and bespoke experiences.

"Les Residences Valmont were created to share emotion and integrate the culture of hospitality into the magical world of Valmont," said Didier Guillon, cofounder and creative director of **Valmont**, in a statement.

Les Residences Valmont

Valmont's hospitality venture has set its sights on Switzerland, Greece, Italy and Spain. Each property has unique artwork, furniture and other details curated by Mr. Guillon, without distracting from the authentic beauty of residences' surroundings.

Three of the residences are named after the children Mr. Guillon shares with his wife and Valmont cofounder, Sophie Vann Guillon, to reflect "l'amour filial."



Visitors at Les Residences Valmont can enjoy luxurious spa and wellness treatments. Image courtesy of Valmont

The first residence to open was the Chalet Capucine in Verbier, Switzerland in winter 2020-2021. Named after the couple's eldest daughter, Capucine, the property has views of the Swiss Alps, including the summit of the Grand Combin.

In April, the second residence opened on the Greek island of Hydra. Villa Valentine, named after the youngest Guillon daughter, will focus on Foundation Valmont's renowned exhibitions.

Art is central to the Valmont ethos. The most recent Foundation Valmont exhibition, "Alice in Doomedland," illustrates matters that affect every member of society, including sustainability and COVID-19 pandemic-related issues, by utilizing low-impact art pieces ([see story](#)).

Venice's Residences Bonvicini and Barcelona's Casa Maxence, named for son Maxence, are scheduled to open later this year.

Each private residence is solely offered to chosen guests of the brand, for the ultimate in exclusivity and privacy.

Every stay will be personalized for the individual guests, with bespoke creative workshops and cultural excursions, as well as immersive Valmont beauty and wellness treatments. The activities will be organized by experience, local professionals in areas rarely accessible to the general public.

All told, the tailored experiences offer high luxury in an intimate, family atmosphere.

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