

Press release – Zermatt, July 2015

**Swiss bodywear meets historic hotel**

## **CALIDA visits the Grand Hotel Zermatterhof**

**You read that correctly: the world-famous bodywear brand will be presenting its new autumn/winter collection at the historic Grand Hotel Zermatterhof. A happy young couple arrives at the Zermatterhof and make themselves at home. For CALIDA, this idea symbolises the fact that the top Swiss label's clothing gives wearers the feeling of being at home no matter where they are. For the Zermatterhof, this is the perfect visualisation of the hotel's philosophy: the small grand hotel as a place to enjoy life and simply be.**

The photo shoot took place last year before the start of the winter season 2014/2015. As usual, the Zermatterhof was closed to holiday guests at that time. This was ideal for the 20-person production team, which took over the five-star hotel for a week during the shoot. "We even had our own key to the hotel and really felt at home", remembers Marc Huber, Marketing Manager at CALIDA.

### **A playful look behind the scenes at the hotel**

Typical locations within the hotel such as the reception desk, lift, garden and the terrace with a view of the Matterhorn were the perfect backdrop for photos and filming during the CALIDA shoot. Every room is photographed and filmed with enthusiasm. In the kitchen, where you would normally find the expert chefs from the GaultMillau-listed Alpine Gourmet Prato Borni, the two models bake gingerbread. In the large ballroom, they roll out their yoga mats, and they adorn the chandeliers with Christmas decorations.

### **Sheep add to the festive mood**

The work being done in and around the Zermatterhof does not go unnoticed. The Valais Blacknose Sheep were a favourite among both the production team and those watching the shoot. The woolly animals were an important part of the scenery and brought joy to curious onlookers and passers-by. Nearly as exciting: the outdoor shots, which the photographer took from the breathtaking heights of the hotel roof with the help of some ropes.

### **The ideal marketing partnership**

In the Zermatterhof, CALIDA sees more than just the perfect location: "We were looking for a hotel with charm and history that shares our brand values: roots in Switzerland, exceptional quality and joie de vivre", says Marc Huber, Marketing Manager at CALIDA, in summary. The partnership benefits both sides. Starting now, the images from the CALIDA autumn/winter collection 2015/2016 campaign will show the entire world what a unique and special place the Grand Hotel Zermatterhof is. Roman Haller, Marketing Manager for the Matterhorn Group, agrees 100 per cent with the way the Zermatterhof was depicted: "CALIDA shows the Zermatterhof as a hotel that was made for living and a place that makes people happy – and that's exactly what it is!"

### **Discover the Zermatterhof for yourself during the anniversary summer**

The anniversary of the first ascent of the Matterhorn is a topic that will draw attention from around the world in 2015. Zermatt is celebrating the greatest mountain of all with

a number of events. Experiencing the myth of the Matterhorn away from all of the major events is even more exciting than being at the heart of it all. As described above, the Zermatterhof is not only a luxurious place to stay, but also a place to simply be and to experience the Matterhorn for yourself in your own way.

**Contact for more information:**

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