



WORDS CLIFFORD LILLEY

The picturesque village of Zermatt is arguably the most magical destination in Switzerland with the main attraction, the iconic Matterhorn, taking pride of place in the spectacular alpine landscape. At night, the village transforms into a winter wonderland, directly out of a fairy tale. Hotels, bars, cafés and restaurants abound and food is a major part of the Zermatt experience, the mountain restaurants being particularly popular. Zermatt works like a magnetic charm for sporty types. One can easily see why, with 360 km of pistes, ample sunshine, and some of the best downhill skiing in Europe, all year round! The question is, to take to the slopes or relax in the spa? Well, alternatively, there's always the sun terrace... a lazy lunch and glass of Walliser white wine. Wonderful wonderland!

a weekend in Zermatt

A weekend in Zermatt is like a weekend in Wonderland! You'll be bewitched, beguiled and possibly a little bit bewildered. My survival tips:

MUST-HAVES

1 Look ma, no fur!

Puffer jackets are all the rage and it's not hard to see why. This hunky-looking model seems to be begging for a body to take it out in. To the slopes, the slopes! Never mind the weather...
- canadagoose.com



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2 Youth and vitality

Essential ingredients for the high demands of the modern man. The luxury cosmetic brand for men, MBR has just the answer: The Cream for men - unsurpasable!
- muse-beauty.ch

3 In style, on time ...

Timeless in style and otherwise state-of-the-art, this extremely handsome and sporty chronological watch is the perfect companion to wear at work or at play. Not to mention while showing off your elegant moves on the piste... The Black & Gold time-keeper. Parmigiani's pride.
- parmigiani.com



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4 Hot as Hermès!

In true basket-ball style this sassy red leather boot from the House of Hermès will keep you on your toes and kickin' the proverbial ass. Not to mention the admiring looks you'll get as you hit the road.
- hermes.com

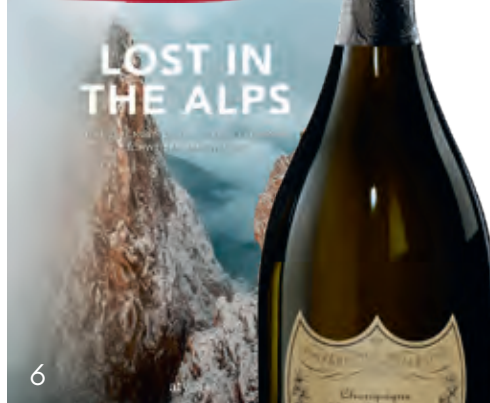


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5 Did you know?

Dom Pérignon's quest for creating the finest champagne goes back to 1668 when he committed to creating «the best wine in the world»? An ambition to create «harmony as a source of emotion» that continues to this very day.
- domperignon.com



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6 Lost in the Alps

Lost in the Alps. The Alpinists... this book contains the photographic work of 11 young photographers whose passion for the mountains and photography culminate in this extraordinary book.
- at-verlag.ch