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Editorial

In Crans-Montana, there are no enclosed valleys, basins or lingering shadows, but rather an expansive high plateau, open in every direction, all curves and exposure, which soaks in the sun's rays 300 days a year (2,200 hours!). That is the greatest particularity – and blessing – of the *Haut-Plateau*. It's a gift of uninterrupted views, which cast the Rhône deep into its bed below, while some of the country's most illustrious Alpine summits spread softly above, as though suspended in blue-tinted air, shaping a horizon line of unusual emotional power.

The golf world was among the first to take advantage of this highly panoramic setting. Boasting greens and fairways with a view, gusts of wind and strokes of brilliance, the Severiano Ballesteros Golf Course has gradually earned its legendary reputation. Host of the Omega European Masters, one of Europe's most important tournaments, it's celebrating a quarter-century partnership with Biel-based watchmaker Omega – twenty-five years of loyalty and commitment, a reflection of two Swiss icons united by a passion for finely calculated movement and precision.

Willpower, the value of effort and the desire to surpass one's limits are quintessential Alpine virtues innate to this High Plateau. They are exemplified in young Tiffany Arafi, a local golfing hopeful who turned professional despite multiple sclerosis, and in mountain biker Jolanda Neff, a multi-medallist and heartfelt ambassador of the region's "almost unlimited potential". Two women, one shared passion.

Sporty and vibrant, Crans-Montana is also happily hedonistic, embodying a genuinely Swiss way of life. It's found behind the wheel at the Eclectica gathering, as fine vehicles wind roads that seem made for contemplation. It's also on the restaurant and alpine hut terraces, where one feasts their sights on those same landscapes, accompanied by a generous plate of cured meats – or more, should one desire. There is something eternal here: an interlude steeped in memories, traditions and Swiss icons that nourish the eyes and soul alike, in celebration of all that's beautiful and good.

Christian Bugnon
Publisher & Editor-in-chef



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SPORT
TRAIL PARADISE
With 15 marked routes across 200 km of trails, for a combined total of 15,800 m of elevation gain, any high-altitude runner will find something to like in Crans-Montana. Among the most popular routes, the *Bisse du Ro* features several spectacular – and vertiginous – sections carved into the cliffside and a plunging view over the Rhône Valley, as it runs along one of the area’s ancient *bisses* (irrigation channels). The 55 km version of the *Trail des Patrouilleurs* ascends from the heart of the ski resort to the summit of Bella Lui (2,543 m), via a climb up the famous ladders of the Col du Pochet. Two options, among many others, that help reinforce Crans-Montana as a trail running stronghold in Valais.

crans-montana.ch

GASTRONOMY
BEAUTIFUL MORNINGS AT L’OURS
French-Swiss Chef Franck Reynaud reigns supreme over the kitchens of one of the Alps’ most coveted addresses: Hostellerie du Pas de l’Ours, one of Relais & Châteaux’s five-star properties in Crans-Montana that boasts 1 Michelin star and 18/20 from Gault&Millau. Every morning, beginning from 7:00, he also offers a private buffet breakfast served directly to your table. The Continental formula (CHF 44) comes with one chef-suggested dish, while the Formule des Ours (CHF 58) includes two additional dishes from a selection of pancakes, açai or chia bowls, eggs from the farm in Icogne, dried meats from Valais and other seasonal options. It’s a beautiful way to start your day.

pasdelours.ch

LIFESTYLE
HAPPY HOURS AT YCOOR
Every Friday this summer, from 17:00-20:00, the Jardins d’Ycoor transform into an open-air stage for Wine & Music – an epicurean rendezvous that blends excellent local wines with pop, rock, soul, jazz or world music, depending on the week. On the menu: a chilled glass of Valais white wine, steaming alpine raclette, a cured meat platter and a live performance that sets the rhythm, as your feet rest in the soft grass. Children are offered a sweet drink and full reign of the playground, allowing parents to enjoy a sweet and peaceful moment of respite... Ten evenings are scheduled, from 26 June-28 August. It is free of charge and no reservation is required.

crans-montana.ch

ECOLOGY
PLAINE MORTE, BEFORE IT’S TOO LATE
Perched at 2,900 m, the Plaine Morte is one of Europe’s largest glacial plateaus, and its meltwater feeds the Rhône and the streams of the Bernese Oberland. Despite being some 200 m thick, this giant is living on borrowed time and is shrinking: it’s 8 km² today compared to 11 km² half a century ago. Its geography unfortunately prevents upstream snow accumulation, so many glaciologists speculate – considering the effects of climate change – that the glacier will melt into a lake... So, see it while you can! Starting from the cable car station, follow the short *Trail of Another Time* path that’s marked with cairns, to observe the glacier’s evolution.

crans-montana.ch/en/plaine_morte_glacier/other_time

WELLBEING
SIXTH SENSE
At Six Senses Crans-Montana, well-being goes far beyond traditional massages. And now at the heart of its 2,000 m² spa, the luxury establishment features a Biohacking Recovery Lounge. The concept? Following an individualized consultation, a specialist analyses your biomarkers to propose a precisely tailored treatment programme. On the menu: Normatec compression therapy (notably reduces muscle soreness), contrast thermotherapy with heat and with or without vibrations (a great addition), “instant tension release”, a sensory floatation pod, light therapy and other deep relaxation offerings. It’s everything you need to feel better, younger and fitter, for longer.

sixsenses.com



HIKING
THE PICHIOUR SECRET
Just a stone’s throw from the glamour of Crans-Montana, the Pichiour Waterfall demands you make an effort. Setting out from Aminona, you descend into the wild Raspille River valley. Follow a steep forest path (1,150-1,700 m in altitude) and skirt past ravines – all while surrendering to the sound of water growing increasingly intense. The reward is precious: in the end, the path slips *behind* the falls, offering an unusual perspective of the curtain of water just where it clears a short rocky ledge. Below, the water has – over the years – carved out a succession of plunge pools. The Pichiour is a perfectly refreshing summer hiking destination, around 3 hours roundtrip.

crans-montana.ch/en/hiking_trail

#news

TOURISM

**EXPLORER CARD:
THE KEY TO SUMMER**

From 13 June-25 October, all visitors spending at least one night in Crans-Montana and paying the visitor's tax can take advantage of the My Explorer Card (available in paper or digital form). The card can be accessed by accommodation partners or is made available online for property owners and their guests, and grants free access to resort shuttle buses, ski lifts at the beginning and end of the season (with preferential rates from 4 July-13 September) along with the mini-golf, pedal boats, the WaterGames at Étang Long, the swimming pool and the ice rink throughout the summer. Enjoy additional discounts from various partners like the La Moubra climbing hall and Fondation Opale.

crans-montana.ch/carte

SPORT

**A FOOTPATH THROUGH
WIDE OPEN SPACES**

From 10-13 September, Crans-Montana will pulse to the rhythm of runners' strides. For the fifth consecutive year, the Wildstrubel by UTMB® unites elite athletes and passionate amateurs in one of the Swiss Alps' most beautiful settings. There are six distances – from 10 to 113 km – to choose from. The flagship race, the Wild 110 (6,600 m elevation gain) completes a full loop around the Wildstrubel massif and the Plaine Morte Glacier. The course includes legendary passes, hidden *bisses* (irrigation channels) mountain huts and Alpine lakes. There's a new 42 km race (2,700 m elevation gain) going from Lenk to Crans-Montana, along with three race formats for children (ages 4+) and teens (with no registration fees)!

wildstrubel.utmb.world



FESTIVAL

BLUES BY THE LAKE

On 7 and 8 August, Lake Moubra hosts the 15th edition of Blues N' Rock@Lake Moubra: two entirely free, open-air evenings of music in one of Switzerland's most beautiful Alpine settings. Each night features three acts from France, Belgium, Serbia or French-speaking Switzerland, including The Blues-Bones – a multi-award-winning Belgian group that's performed over 600 times across Europe – and The Doors Revival, "Switzerland's Best Tribute Band", led by the striking voice of singer Stéphane Beysard. The Zacharie Defaut Band also returns as the guest of honour, closing out the festival with their modern blues-rock sound. It's an unmissable rendezvous for music lovers, best enjoyed with one's feet in the grass and eyes on the stars.

blues-lake-moubra.ch



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#news



© Dominique Derisbourg

GASTRONOMY

LET’S EAT

On 20 September, Crans-Montana will launch Déli’Cima, a gastro-nomic event designed to extend the bounty of the summer season. Seven of the region’s most renowned chefs, who represent its rich diversity, will present their vision of local cuisine through a range of experiences, encounters and specially crafted menus. The goal is to transform the ski resort’s culinary energy into a flagship annual festival, showcasing the many recently opened restaurants and the 18/20 Gault&Millau rating by chef Franck Reynaud (L’Ours) – the highest score in Valais.

crans-montana.ch

SPORT

A NEW CYCLOSPORTIVE EVENT

This Swiss National Day – Saturday, 1 August 2026 – marks the launch of the new Cycloportive of Valais, starting in Sion and crossing hillsides, vineyards and Rhône riverbanks. Four routes, catering to both beginners and experienced riders, are on offer: *Touring* (39 km, 480 m elevation gain), *Short* (70 km, +1,070 m), *Medium* (90 km, +1,900 m) and *Long* (120 km, +2,714 m). The event is sponsored by Pascal Richard, UCI World Cyclo-cross Champion and 1996 Olympic Road Race Champion. Registration is open until 30 minutes before the start!

cycloportive-valais.ch

SHOPPING

KA/NOA, HOLE IN STYLE!

Swiss label KA/NOA, which embodies timeless Swiss elegance, has unveiled its new golf collection: vests, jackets, bi-stretch trousers and reinvented polos, designed to remain impeccable from the first drive to the prize-giving without an outfit change. A rarity on the technical clothing market, everything is 100% made in Italy, from thread to label. For more than six years, KA/NOA has celebrated its unique way of life on the fairways of Crans-Montana, with the invitation-only *Hole in Style* tournament, held each August. On the programme: wine tasting, Parma ham and focaccia at the turn, followed by raclette at the trophy ceremony. The brand now counts six boutiques across Switzerland, including one in Crans-Montana at 2 rue du Prado.

kanoaitalia.com



With one eye on the mountain

The prettiest alpine tables

Text Claude Hervé-Bazin

Photos Yannick Gonnet | Matthias Gehri | François Panchard

There are places where eating rhymes with serenity. Places where hunger, when sharpened by pure mountain air, summer's light on alpine pastures and the chime of cowbells, becomes all the more insatiable. Crans-Montana, with its 300 sunny days a year, offers a wide array of delightful summer dining options accompanied with a view.



At 2,208 m, Cabane des Violettes stands apart among Crans-Montana's high-altitude tables: here, the menu is crafted by a Michelin-starred chef.

Why make things complicated when they can be simple? When the urge for a good meal with a beautiful view takes hold, the ski lifts are already on call, offering several options just a few minutes from the ski resort.

DIRECTION CRY D'ER

At 1,947 m in altitude – an intermediate stop on the way to Cry d’Er – *Merbé’s* panoramic terrace unfurls from its chalet. As you take in the gently clicking gondola before you and the dramatic peaks of the Valais Alps, you can also feast on onion soup, tartare, an Alpine cheeseburger, Buddha bowls or dry-aged meats on the bone (aged up to 52 days). Bonus: a lovely Franco-Italian-Swiss wine cellar to accompany your meal.

Moving a notch higher (in every sense of the word), *Chetzeron* awaits within its former gondola station that’s been reinvented as a Design Hotel. At 2,112 m, the mountain view grows inextricably more profound (with four terraces, no less!) and the table steps up its game. Here, deckchairs designed for a relaxed apéritif; there, large tables set for lunch; and just there, hammocks for relaxing after a fantastic meal... While the venue certainly revisits tradition, local seasonal produce still reigns over it all. The wine list continues in that same vein, favouring Swiss terroirs. There are three ways one can reach the restaurant: burn calories climbing up from Crans-Montana (1h30–2h), gently glide down a ski slope from Cry d’Er or book one of the Chetzeron’s 4x4 Defenders.

Below, between hiking trails and ski runs, *Chez Erwin* can easily be reached from Plans-Mayens. This house with red shutters is run by Lionel Reynaud – the brother of the Michelin-starred chef at Pas de l’Ours. On the menu: smiles and hearty Valais cuisine, enjoyed best while juggling family-style boards, veal sausage, grilled meats and Corbyre cheese fondue. For a sweet note, try the meringues topped with cream from Gruyère.

DIRECTION LES VIOLETTES

1,974... not a year of birth, rather the altitude of the *Buvette de Pépinet*, which is squarely placed, with an ever-watchful terrace that overlooks the scenery. The establishment is a solid old stone building that’s rustic in character and the menu follows suit: fondue, croûtes, tartiflette – in short, cheese on every level (along with pinot noir). Naturally, the cows are watching. And no, they don’t take credit cards.

“Magical” may be the best way to describe the *Cabane des Violettes*, anchored to the rocks just 234 m higher (2,208 m), a few steps from the gondola. Here you enjoy lunch with a mountain view or around the stone oven if it rains (good heavens!), with cooking conceived by the great Chef Franck



The promise of Wildstrubelhütte SAC? A nature-filled adventure in the heart of the Bernese Alps, rewarded with a fine traditional meal.



Among the twenty or so mountain huts and high-altitude restaurants in Crans-Montana, Plumachit offers one of the finest panoramic terraces.

Reynaud (who scored 18/20 points at L'Ours in Crans-Montana). Quality local produce, a warm welcome and famous Swiss efficiency make for an experience that regulars keep coming back for.

GOING EVER HIGHER

Another short ride on the cable car and you've reached another summit. At around 3,000 m, look to one side to take in the entire arc of the Pennine Alps, from Mont Blanc to the Simplon Pass. On the other side lies the vast, white spread of the Plaine Morte, Switzerland's largest plateau glacier. Up here, between sky and ice, you can refuel at the *Restaurant de la Plaine Morte* while you enjoy a stunning panoramic view.

Want to go further? A 1.5-hour walk from 2,789 m will lead you to the *Wildstrubelhütte SAC* on the eastern edge of the Gelten-Iffigen nature reserve. On the menu: a very rocky hike – often dotted with snow in early summer (tricky in fog) – followed by a soup of the day, a *croûte*, *rösti* or *assiette montagnarde* (mountain plate) to restore your strength. A little coffee and cake, and you're good to go again!

TIMELESS EXPERIENCES

On the Aminona side, your first stop could be *Plumachit* along the Bisse du Tsittoret (1,800 m) – reachable by car if needed. Alpine scents and views abound, along with a children's playground and a hearty-fare, no-fuss menu. A

little further, the *Relais de Colombire* embodies the hamlet charm of yesteryear *mayens* (mountain huts), with its own gorgeous panoramas to boot. While the dining room here embraces pared-back modernity with raw concrete, the wooden terrace is a feast for the eyes and the fondue pots remain squarely rooted in tradition. To wash it all down, enjoy a craft beer from La Marmotte brewery, and – if you book in advance – you can even spend the night.

If not, the smell of sizzling sausages on the grill may lure you even further down the road. A 30-minute walk along the *bisse* leads to the *Cave du Sex* (1,950 m). Nestled where the larch trees meet the pastures, this *buvette* boasts classic Valais-mountain soul – no pretence and plenty of authenticity – with its woodchipped terrace and generous *rösti*.

On the pasture's hillside, the *Mayen de la Cure* chalet (accessible by car in summer) also features local cuisine, which is both tasty and served with a smile (thanks Filippo!). Regulars swear by the establishment's famous trilogy: the south-facing terrace, *rösti* and beef tartare. *Le Petit Paradis de Cordona* adds one final terrace to our long list of gourmet viewpoints. This friendly but under-the-radar Alpine buvette is perched just above Miège, at around 1,300 m, on the way to the Pichiour waterfall. Expect sincere Valais cuisine, punctuated by the occasional impromptu game of *pétanque* (aka French boules). On weekends, enjoy delightful *coquelet* (cockerel), a roast or spit-roasted ham. Let's eat!

Freewheeling across the High Plateau

Crans-Montana: Switzerland’s mountain biking capital

Text Daniel Bauchervéz

Photos Patrick Güller – Crans-Montana Tourism

Some ski resorts dabble in biking... and then there’s Crans-Montana. Set against the finest Alpine peaks, the station is an established benchmark for mountain biking, with the 2025 UCI Mountain Bike World Championships as proof. Here, a vast panoramic domain awaits, bringing life to the High Plateau all summer long.





A dazzling view marks the opening turns of the AlpRide, with Crans-Montana's Plaine Morte weather radar in the foreground and the Valais Alps as the backdrop.



Up here, bikers travel between the stark mineral world of the high mountains and the expansive grass and flowers of the alpine meadows.

Enjoy the wind in your face across 22 marked enduro and cross-country routes (totalling 131 km of discovery), three downhill tracks accessible by lift, and a cumulative elevation gain of 2,350 m between the wild shores of the Plaine Morte Glacier and the sunlit vineyards of the Rhône Valley... The numbers say much about the quality of Crans-Montana's bike domain, yet they can't express the most essential part: the scale and the endlessly unobstructed views, which shape sensations at every turn.

One of the most loved routes is the 26-km Stage 1 of the Valais Alpine Bike (367 km total), linking Crans-Montana to the wine village of Varen then on to Leukerbad (with a dip at the finish) via the charming Alp Merdechon pasture and the Tièche valley. Nothing exhausting, but thrills include a ford, rocky terrain and a few ramps. Or for something more mineral and demanding, try the challenging AlpRide in the solitude of high altitude.

UCI'S STAMP OF APPROVAL

The boost in popularity of these vertical journeys comes in the wake of the recent UCI World Championships, which, from late August to mid-September 2025, brought all seven MTB disciplines together for the first time in a single region (Valais). No fewer than 27 World Champion titles were awarded, in front of 110,000 spectators who made the journey (in addition to 57.3 million who watched from home on a screen)!

Crans-Montana hosted the Championships' premier event: the Cross-country Olympic (XCO), held on an unforgettable and widely acclaimed course, which stretched between the heart of Crans-Montana and Lac de Chermignon. It featured an explosive mix of highly technical forest descents, sweeping panoramas and punchy climbs! It also marked the penultimate international race of Swiss ten-time cross-country World Champion Nino Schurter – a prelude to an emotional farewell.





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A LEGACY WORTH PRESERVING

Crans-Montana saw a spike in recognition during the World Championships, which in turn helped fortify the ski resort's bike domain for summer 2026. The highlight: the opening of the Flowtrail Arnouva, accessible from the Bike Park but distinct from the three existing downhill tracks. With vistas, a moderate gradient, banked yet flowing turns and a playful layout, this route is primarily destined for younger riders and those keen to discover the discipline. The cherry on top (of the mountain): the more demanding 9-km Flowtrail Crans-Montana–Sierre has been completely renovated, offering 905 m of descent to devour all the way down to the valley from the heart of Crans-Montana. To get back up, simply take the funicular... and (why not) go again!

crans-montana.ch



Jolanda Neff

An unwavering passion

Text Claude Hervé-Bazin

Photos Patrick Güller

She's a cross-country mountain biking world champion, 2021 Olympic champion and multiple-time Swiss and European champion, but Jolanda Neff is more than an accomplished athlete with extensive honours. Meet this young woman who rides as often as she can – above all, because she loves it – here in Crans-Montana.

THE ROOTS BEHIND AN UNMATCHED RECORD

Born in 1993 in St. Gallen, Jolanda – the daughter of senior cross-country MTB vice-world champion Markus Neff – grew up amid the smell of damp earth and burnt rubber. For her, cycling is not a career; it's a way of seeing life and existing in the world. It all started with “a carefree childhood in nature”, shaped by family rides and “discovering this passion for moving, living actively and sharing that with friends”, she recalls.

“I’ve never felt like I had anything to prove and that’s still the case today,” she says, without a hint of hesitation. “I ride and have always ridden because I enjoy it.” She speaks without affectation; her love for cycling is authentic and intrinsic. “For me, it’s a way to feel strong and happy by setting goals and giving everything I can to reach them. I love cycling, I adore competition and it’s simply how I want to spend my life.” And what’s the secret behind her many victories? “Joy,” she answers straightforwardly.

Her list of achievements, however, is staggering. Multiple Swiss champion – twelve times! – and six-time European champion, Jolanda claimed the individual marathon world title in 2016 and the cross-country crown the following year, before topping it all off with Olympic gold at the 2020 Summer Olympics (held in 2021). Added to this are thirteen XCO World Cup victories and three overall World Cup titles. It's a collection of victories that would make anyone do a double take... except her.

HIGHS AND LOWS

The road has, of course, been strewn with obstacles. In late 2019, while training in the United States, Jolanda had a serious accident and was hospitalised with three broken ribs, a punctured lung and a ruptured spleen. It took a year before she could return to competition, just in time for the Tokyo Olympics, which had been postponed because of Covid. There, the rider from St. Gallen achieved the feat of a lifetime – contributing to a historic Swiss podium sweep alongside Sina Frei and Linda Indergand.



While all mountain bikers are invariably tough-minded, some stand out for their endurance when faced with great effort or pain. Jolanda Neff belongs to that elite group of athletes for whom nothing is impossible – not even the unthinkable.

The next Games slipped from her grasp. Suffering from respiratory difficulties throughout 2023 and 2024, Jolanda was forced to give up defending her title in Paris. Unsure of what was to come, she left Trek Factory Racing for Cannondale, seeing the transition as a chance to find new momentum through the support of a close-knit team. “I’m incredibly lucky to work with Phil Dixon, who I believe is the best in the world, boasting over 15 years of experience working with female athletes and numerous world champion titles,” Jolanda enthuses. This trusting relationship has given her wings again. “Already in 2025, I felt back at my very best and my preparation for the 2026 season was perfect.”

TARGET CRANS-MONTANA

In late summer 2025, her focus shifted to Crans-Montana for the UCI Mountain Bike World Championships. “Riding in Switzerland in front of family, friends and a crowd you know is very special. What’s more, my very good friend Linda Indergand decided to retire during the competition, so it was an incredibly emotional moment for me, especially because we’re the same age and have been riding together since we were 10!”

Looking beyond the competition itself, Jolanda is also a longtime admirer of the High Plateau’s cross-country trails. “The first time I rode in Crans-Montana, I realised it was an incredible cycling destination with almost unlimited potential. The beauty of the mountains, the soft forest ground, the lakes, the extraordinary quality of the infrastructure, the often very favourable weather... Crans-Montana truly is a dream destination for outdoor activities,” she says, adding: “and the trails are seriously cool! There’s something for everyone, beginners and professionals alike. On top of that, the municipality is constantly working to improve the area even more.”

Since 2023, Jolanda Neff has been an ambassador for Crans-Montana, and the ski resort has since become her favourite training ground. “At 1,500 metres in altitude, it’s ideal in summer for preparing for the year’s major events.” The training must be paying off, because in the first quarter of 2026, Jolanda finished sixth at the UCI Cyclo-cross World Championships in Hulst. The gears are turning... and her joy only continues to grow.

Omega European Masters

A culture of excellence

Text Claude Hervé-Bazin
Photos Omega | Golf-Club Crans-sur-Sierre | François Panchard | Hervé Deprez | Ian Schemper





Was it nature or destiny that led to the Valais High Plateau becoming a mecca in the world of golf? Plotted out in wild alpine meadows just 120 years ago, the first local golf course helped establish Crans-Montana as an unmissable fixture for the sport's global elite — and since 2001, a showcase for Swiss watchmaking.

Even without wind, it's not easy to stay focused on the Severiano Ballesteros, with incomparable panoramas across the entire 18-hole course.



Flashback to 1906. A certain Arnold Lunn (an English lord, no less) arrived on the High Plateau and promptly decided it was perfect for golf – and skiing, too, because why not? The carefree gentleman laid out his nine-hole course directly across the alpine pastures, complete with panoramic views of the snow-topped peaks of the Pennine Alps. The locals looked on, amused, as a whole colony of well-dressed Britons arrived (by mule in the beginning) to strike a curious little white ball. Little did they know that this eccentric lord had just sown the seeds of what would become one of Europe’s most legendary golf courses.

A CENTURY OF GOLF AND MORE

After the founding of the local club in 1924 and the completion of an 18-hole course in 1928, the next chapter began with bounce (across the green) in 1939, when the Swiss Open chose Crans-Montana. This annual competition is still held in the same location some 87 years later, reinforcing its reputation as both Switzerland’s most important golf event and Europe’s oldest tournament!

Golfing at 1,500 m above sea level is by no means straightforward... especially for the greenkeepers, who are hard at work as soon as winter recedes. Yet while the Crans-sur-Sierre Golf Club (its official name) is known for wind gusts that can quickly shake up the game, it is even more renowned for its panoramic greens and fairways. The course

was masterfully redesigned in 1997 by Spaniard Severiano Ballesteros – making it more demanding for professionals, more fun for amateurs – and it now bears his name. Spectacular? Without a doubt. No other course on the European Tour offers such views and such a range of surprises.

WATCHMAKING COMES INTO PLAY

A new era began when Omega entered the scene. The Biel-based watchmaker, keen to highlight its timepieces in action, embraces “events that resonate perfectly with the brand’s values”, explains CEO Raynald Aeschlimann. Omega has partnered with Team New Zealand in sailing since 1995, and in 2001, partnered with the Swiss Open (now known as the European Masters) in Crans-Montana – marking 25 years of loyalty this year.

It’s an “obvious choice” driven by a deep affinity between two Swiss institutions, two long-standing histories and two worlds that recognise one another through a shared culture of excellence. “There is a strong parallel between the tournament’s heritage and that of our manufacture”, emphasizes Raynald Aeschlimann. “We both share the same obsession with precision and meticulous attention to the smallest details, and we both share core values like patience, self-mastery and prestige.” And, of course, there is that undefinable style, the *je ne sais quoi* that simply makes sense, beautifully linking golf to fine watchmaking.



Usually discreet with media, CEO of Omega, Raynald Aeschlimann spoke to helvet as part of the 25th anniversary of the partnership between the manufacturer and the Omega European Masters.

PEOPLE, BIRDIES AND HOLES-IN-ONE

The tournament began a new chapter under the name Omega European Masters, asserting itself more with each passing year as a flagship event of the DP World (European) Tour. Known for its elegant blend of expertise, etiquette and prestige, it attracts celebrities across sports, cinema and culture, “expressing the emotion of our timepieces”, notes Raynald Aeschlimann. The 50,000-some spectators who follow the competition each year have seen like likes of Cindy Crawford, Michael Phelps and George Clooney walk the fairways – some of whom wore an Omega “Ultra Light”, which was unveiled on site. “Our Ambassadors are always impressed by the beauty and the energy that prevails in Crans-Montana,” added the CEO. The tournament has indeed become one of the most sought-after dates in Omega’s calendar, notably thanks to the organisation of a Pro-Am, where amateurs are given a chance to play against professionals.

Among the professionals, the list of winners’ names is also impressive. Severiano Ballesteros (three times!), Nick Price, Nick Faldo, José María Olazábal, Ernie Els and Sergio García have all triumphed here. And that’s not to neglect mentioning Matthew Fitzpatrick, who won twice back-to-back in 2017 and 2018, and more recently, Rasmus Højgaard and Matt Wallace.

Yet there’s another key tournament player who made history here: Rory McIlroy, who in 2025 became only the sixth golfer ever to achieve a career Grand Slam after winning all four major championships. An Omega Ambassador, the Northern Irishman is also one of the founding members of the new virtual TGL league (launched in 2025). TGL is officially backed by the PGA Tour, which also boasts Omega as its Official Timekeeper. “Rory is a golf legend who embodies one’s ability to push beyond any limitations,” says his watchmaking partner – a statement that could just as well apply to the golf course itself.

A COURSE IN TUNE WITH THE TIMES

Let us turn to the course itself. The Severiano Ballesteros is constantly evolving to meet the demands of the times, reflecting PGA and sustainable development requirements. The course will complete a full transformation in 2026, after 15 years and a 23-million-franc investment. “All the playing areas have been rebuilt, with particular focus on invisible systems (irrigation and drainage), which are now at the cutting edge of performance,” notes its director, Pascal Schmalen.

“Our philosophy was simple: Make the course more attractive at every level of play, both for professionals and amateurs. This involved in-depth reflection in regards to the positioning of tees, bunkers and various hazards – work that



was carried out in collaboration with European Golf Design (partner of the DP World Tour) and that was validated by the Ballesteros family to ensure preservation of the course's spirit," added Pascal Schmalen. Various sustainability initiatives over the past seven years have also earned the course a GEO Certification.

The absolute priority, however, remains "an unforgettable playing experience." A regular visitor in a personal capacity himself, Omega CEO Raynald Aeschlimann agrees. His favourite spot? "Without hesitation, the view from the tee of hole no. 7. Simply incredible." Professional golfers, however, often have another favourite: hole no. 13, which for years has been the focus of a special hole-in-one prize – a gold Omega Seamaster!

Mark your calendars: the tournament takes place 3-6 September, 2026.

omegaeuropeanmasters.com



Every summer, the Omega European Masters brings brand ambassadors to the greens of Crans-Montana, like model Cindy Crawford (in years past), George Clooney (more recently), and in 2025, English actor Eddie Redmayne (1), pole vault world record-holder Armand Duplantis (2), Canadian actress Inanna Sarkis (3) and Swiss singer-songwriter Bastian Baker (4).

Tiffany Arafi

A proud Crans-Montana ambassador

Text Claude Hervé-Bazin

Photos Patrick Güller

Some people’s destinies are set in stone from a young age. Tiffany Arafi’s took shape between the narrow fairways and sweeping Alpine views in the heights of Crans-Montana. It was here, where the wind sets the rules, that she learned to play golf, rising through the ranks to become one of Switzerland’s top 10 golfers.



Raised by golfers, Tiffany grew up spending her weekends on the Severiano Ballesteros course, basking in the heights of the Valais mountains. What began as a natural family activity, for her, quickly became a calling, and the Omega European Masters became the catalyst. Seeing the world’s best players compete on her home turf made her realise that her dream of pro golfing had actually been in her backyard all along.

At sixteen, she set her sights on the United States, joining Coastal Carolina University and NCAA Division I – the highest USA level where she could improve without neglecting her studies. She racked up several victories and, in 2022, found herself nominated for the prestigious NCAA Woman of the Year. She then scored 13th place in the final Qualifying School event of the Ladies European Tour and officially made the transition from amateur to professional. “That event changed everything for me. From that moment onwards, my life took on an entirely new dimension,” she recalls with emotion.

Tiffany returned with two degrees (in sports management and business) and the realization that the demanding Crans-Montana course – renowned for its narrow fairways,

technical greens and high altitude – was not a handicap, but rather a learning ground.

Her first landmark victory? The Olivier Barras Memorial, which took place at home in front of her family – an “unforgettable moment”. Two more wins there followed, along with three Swiss International Amateur Championship titles. And yet, all her victories are even more remarkable as she was diagnosed with multiple sclerosis in 2018. “It’s a daily challenge as a professional athlete,” she admits, as the condition requires careful energy management during week-long tournaments, recovery and a slight disadvantage compared to other players. “But it also pushes me to fight harder and makes me more determined,” she adds.

As a proud Crans-Montana ambassador, Tiffany is driven by ambition. Her goals? “To deliver a strong season first, claim a victory and establish myself among the best on the European circuit in the coming years.” She aspires to be in the world top 100 and “to have the honour of representing Switzerland at the Olympic Games.”

tiffanyarafi.com

Six Senses Crans-Montana

Emotional hospitality

Text Samia Tawil

Photos Six Senses Crans-Montana | Christophe Voisin

The Six Senses is its own universe... From the moment you arrive, this cosy and luxurious establishment invites its guests to embrace the present and become one with their senses... six senses, of course!



High above Crans-Montana, at the foot of the slopes and at the edge of the forest, is where Six Senses Crans-Montana opened in 2023.



© Mikel Bénard



Immersion here begins with a ritual: six large bells – evoking the traditional Swiss descent from alpine pastures – are presented to newcomers, each bearing the mark of one of the five senses (the sixth, at the centre, is for intuition). Simply choose the bell that corresponds to the sense you’d like your stay to centre around... One harmonious chime and you enter a haven of serenity.

An atmosphere of carefully crafted details unfolds from one’s very first steps: an enchanting signature scent and the sound of birdsong welcome you. Within the first room, touch steals the show, with textured natural materials that invite fingers to glide over every surface. Here, the bathroom takes centre stage, almost the heart of one’s experience – an implicit reminder that one’s stay is truly about self-care. And if a good bubble bath is not enough, the renowned spa beckons to help you fully unwind. “Put your positive pants on!” exclaims the linen pouch containing a disposable undergarment handed to you by the masseuse...

And off you go! It’s worth noting that the view adds its own soothing touch, with a bay window overlooking the slopes that erases the boundaries between inside and out. A reminder that here, you are one with the environment.

Jean-Yves Blatt, director of the Six Senses in Crans-Montana, explains the ideology behind this luxurious escape: “The Six Senses group has always been remarkable for its clear and distinctive philosophy, which is built around three core pillars: wellbeing, sustainability and extraordinary experiences. This vision forms the foundation for every one of our global properties, while also allowing each hotel or resort the freedom to take root in the very essence of its surroundings. (...) In Crans-Montana, it is the power of nature, natural light, the openness of the high plateau and the beauty of the surrounding alpine landscapes that inspire us. In winter, snow naturally shapes our identity here, while in summer and the shoulder seasons, it’s hiking, golf and, above all, the holistic offering that we are famous for, that take over.”



After delighting guests at the Chedi Andermatt, Yukta Ghale chose to settle in as Executive Chef at Byakko in the Six Senses Crans-Montana in late 2025.



WHEN THE FOURTH SENSE BOARDS A PLANE TO KYOTO

And just where does taste reveal itself here? With the talented Chef Yukta, the new soul of Byakko, the Japanese restaurant at Six Senses. Its reopening last December brought the total sensory journey full circle. It's now more contemplative than ever, in a pared-down setting that's punctuated with enigmatic papyrus calligraphy, creating a haven for tradition and innovation to converse in an almost meditative spirit.

Jean-Yves Blatt explains in more detail: “This new offering reflects the evolution of Six Senses Crans-Montana. Under the direction of Chef Yukta, the restaurant now celebrates the essence of Japanese cuisine, enhanced by modern and delicate touches – notably through a tasting menu. Seasonal ingredients are selected with great care and responsibility, mostly from within a few dozen kilometres. Each dish expresses purity and craftsmanship, in addition to a philosophy that's deeply rooted in the present moment.”

One thing is certain: Jean-Yves Blatt's words reveal a genuine passion for the region, one that carries visitors far from the everyday bustle and mimicry of fleeting trends. “Interest in Japanese cuisine continues to grow worldwide, not only because of its precision and purity, but also because it shows a deep respect towards ingredients and nature.” It's a tribute to mindful refinement and a reflection of a truly unique experience, bringing us full circle into the depths of our sixth sense.



Vail Resorts in Crans-Montana

The High Plateau in global orbit

Text Claude Hervé-Bazin

Photo Dennis Mader

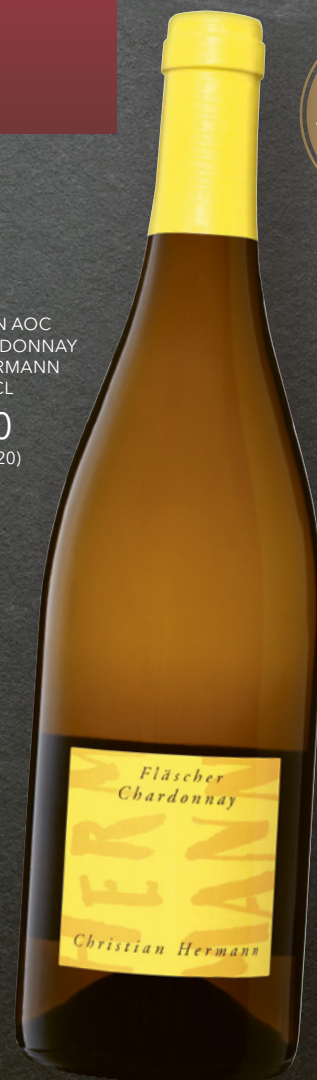


It was early summer 2024, when American ski giant Vail Resorts planted its poles firmly in Valais by becoming owner of the Crans-Montana ski area. Two years later, we join the Director of European Operations, Nadia Guerriero, for an initial review.

There are some buyouts that make people tremble. This one, by contrast, sent a wave of relief across the High Plateau. In May 2024, Vail Resorts, the world's leading (American) operator of winter sports resorts, finalised the acquisition of Crans-Montana Mountain Resort – then owned by a Czech group. The deal made the company the owner of its second ski area in Switzerland (after Andermatt-Sedrun) and gave Crans-Montana an opportunity to emerge from several years of underinvestment and regain the momentum it deserves.

The acquisition – estimated at 118.5 million francs – included 84% of the shares of CMA SA (operator of all the lifts), a ski school, and included the management of eleven restaurants across the ski area and in the resort. For skiers, the revolution was immediate: starting winter 2024–2025, Crans-Montana joined the Epic Pass, the group's multi-resort access pass that grants unrestricted access to a global constellation of more than 90 destinations (all either partner resorts or owned outright). The pass is an excellent way for enthusiasts to always find the best skiing conditions!


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Pour moi et pour toi.



Nadia Guerriero, Vail Resorts has operated Crans-Montana for two winters. In hindsight, were there any surprises? Any unforeseen issues? Over the past two years, we have really focused on prioritising listening and learning, while working to forge close ties with the local community, our employees and our partners. The passion of the local population and its deep commitment to Alpine sports have been extremely positive, and we have genuinely felt warmly welcomed. We were even a bit surprised by the eagerness of our partners and staff to get to know us better.

At the time of the purchase announcement, Vail Resorts committed to investing 30 million francs over five years. Where does that investment stand today? We have already undertaken significant investments in Crans-Montana, in line with our promised commitments. This season alone we have installed 22 new high-performance snow cannons, and a further 43 cannons are planned as part of a five-year investment programme. We have also continued improving pistes across the entirety of the ski area and have focused on enhancing mountain dining options, notably by reopening restaurant Signal 2.0 and the Plaine Morte restaurant.

In your opinion, what have been the main impacts of Vail Resorts taking over Crans-Montana? Our priority, which is aligned with our overall approach, has been to ensure the strength and stability of the ski domain through an economic model that allows continuous reinvestment and predictability. When we acquire a resort, we always choose to focus on the long-term perspective. In Crans-Montana, this has translated

into rapid investments in artificial snow production, improving piste quality and expanding mountain dining. Our priority is to improve the overall experience instead of focusing on any single aspect.

Has the integration of Crans-Montana into the Epic Pass changed the ski resort's typical visitor profile? The Epic Pass is designed to encourage advance bookings and provide a degree of stability, rather than simply generating greater visitor volume. Nevertheless, we have also observed an increase in North American clientele in Crans-Montana through the Epic Pass. Our local partners have also noticed and appreciated this evolution.

Like most mountain resorts, Crans-Montana is traditionally busier in winter. How can greater interest be generated for the summer months? We understand the importance of year-round activity in Switzerland. While winter remains central, we are beginning to develop summer offerings and experiences – for example through our new high-mountain MTB trail, which has been well received.

The current global context is challenging... Do you foresee any impact on Crans-Montana? Does the ski resort still fit within Vail Resorts' long-term strategy? Switzerland remains a top priority market for Vail Resorts due to its heritage, exceptional snow conditions and strong international appeal. Our economic model is designed to ensure strength, stability and resilience. Crans-Montana fits perfectly within our long-term European strategy.



Eclectica

Picnics and fine bodywork

Text Daniel Bauchervéz
Photos Automobile Club Crans-Montana

Lush, early-summer Alpine pastures with a pop of Ferrari red and glacial blue: an entire experience in a single glance.

Crans-Montana, July 2026. Somewhere between two legendary bends of the Swiss Alps, a collection of exceptional cars purr across a sweeping landscape that seems to have been designed just for them. Welcome to the world of Eclectica.



Over the course of a day, participants selected for the Eclectica Picnic criss-cross Swiss mountain roads in their fine vehicles, enjoying picnic stops and legendary landscapes along the way.

This year it all begins, once again, with a gesture of understated elegance before the engines of these fine machines bring Rue du Prado to life: the Eclectica Picnic, a new name for an exceptional event, created by former racing driver Nelson Philippe.

SETTING THE STAGE

The picnic’s setting is no coincidence: the Furka Pass, an Alpine route that’s become the stuff of cinematic legends ever since Aston Martin and James Bond sped along it (in Goldfinger, if you recall). It is here, suspended between sky and rocky mountain, that a few dozen carefully selected guests gather around exceptional cars – collectors, brand

executives, partners and friends. There’s no artificial staging, no racing, no podiums nor spotlights: here, it is about truly experiencing the moment, while enjoying reimagined Alpine gastronomy straight from wicker baskets, just as it used to be. Tables, chairs, porcelain and champagne flutes – it’s pure and elegant simplicity.

“Luxury is no longer limited to owning, rather to living, to feeling and to sharing rare moments.” This personal leitmotif has guided Nelson Philippe in shaping the backbone of this exceptional picnic. “A moment of connection, emotion and authenticity”, declares the former driver. A delightful aperitif of sorts, heralding the main course.

Open to all, the Eclectica Concours d'Élégance sees a host of fine machines line up along Rue du Prado. Many are sports cars, but not all...



ECLECTICA TAKES ON A NEW DIMENSION

This year already marks a special anniversary; a candle to blow out and “a moment of confirmation”. 2026 marks five years since the first edition of Eclectica took place, when only a handful of car enthusiasts and fine vehicles gathered in the heart of Crans-Montana. They were gleaming, roaring, vintage and revolutionary, spanning shades of red, green, yellow and beyond. They were invariably distinguished, with a few oddballs amongst the invitees (whose lineage or histories warranted an invitation, of course). In short, the full spectrum of legendary classic cars was on display, in a spirit that was “far from competitive and fully respectful of the region,” notes Nelson Philippe.

Just five years later, this annual gathering is on the verge of becoming a local institution. This milestone is also accompanied by a new appellation, as the event has officially been renamed the Eclectica International Motor Show. “We are moving from a weekend-focused event to an international platform that spans more days, more brands and more experiences. Eclectica has become a true open-air motor show, all while staying true to its emotional and artistic DNA,” adds Nelson Philippe.



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Whether a classic car or a modern machine, Lamborghini or Fiat 500, everyone has their own personal favourite.

“A PLACE, AN ENERGY, AN EMOTION”

Following several press and VIP days, the 2026 edition will open to the public from 24 to 26 July. The event will be spread between Rue du Prado (for the Concours d'Élégance), the Sporting Club parking lot (for brand partners) and several beautiful natural sites. Ferrari, Porsche, Maserati, Lamborghini, Mercedes-Benz – the greatest names in four-wheeled luxury have answered the call, supported by a rich industry-specific ecosystem.

Why here and why now? Nelson Philippe enthusiastically answers: “We chose to have our event in summer because there are no other major automotive events happening at that time, and, above all, because it's the ideal time of year here to bring these vehicles out of hibernation.” The roads are open, the mountains spring to life and the summer holidays sing with the promise of getaways. “Classic cars are not meant to remain stationary; they deserve to be driven.

And to be driven in places as majestic as the Swiss Alps, on fantastic roads, in a fantastic environment,” explains the founder of Eclectica.

“THE PLEASURE OF DRIVING”

This, ultimately, is what best distinguishes the Eclectica International Motor Show (EIMS) from other European car gatherings: it's founded on a desire to take the wheel and enjoy the sheer pleasure of driving. “You don't come to just see the cars, you come to experience them” – in a unique blend of luxury, culture and motoring – adds Nelson Philippe.

His goal? “To make the EIMS the leading summer automotive event in Europe – far from enclosed halls – set on legendary roads within striking landscapes.” To achieve that, Crans-Montana has everything it needs to shift into overdrive.

automobileclubbcm.com

The High Plateau's funicular

The railway celebrates 115 years

Text Daniel Bauchervéz

Photo Benjamin Weissen – Levin Studio

Just a few steps from Sierre train station, the Crans-Montana funicular provides easy access to the ski resort. It's a beautiful scenic journey, which has delivered continuously – with a few stops along the way – for 115 years!



A mule ride from Corin, a sedan chair or a solid four-hour walk... At the end of the 19th century, the ways one could reach the High Plateau's sanatoriums from the valley were as slow as they were limited, which presented a real problem for patients already in poor health. Around 1900, the promoters of the Hôtel du Parc laid a road (with a toll!) to the plateau, but automobiles back then were still rare and sluggish, barely reducing travel time. And so, three years later, a rack railway project emerged... only to be abandoned. In the end, the ideal mode of transport would be a funicular.

The issue was that it was impossible at that time to manufacture a cable long enough to pull the wagons across the 4,207 meters between Sierre and what would become Crans-Montana. Engineers adapted, adopting the idea of two successive sections, served by two different funiculars with an intermediate station where passengers changed vehicles. Ta da! Switzerland's longest funicular was officially inaugurated on October 1, 1911.

While the first machines took nearly an hour to climb the 927 meters of elevation between the valley and the ski resort (at 5 km/h!), technological advances in 1929 halved the journey time – and then quartered it in 1997, when the two sections were merged into a single line. The most recent development, in 2022, saw a massive project replace the original rails, refurbish the stations, rebuild or add a total of four bridges and introduce new cars (in Valais' colours). Now, the funi is an ideal mode of transportation for soaking in the panoramic views of Valais' vineyards, forests and Alpine peaks that are gradually revealed along the gentle ascent. The cherry on top from a sustainability perspective? A new system for recovering braking energy was also installed, helping power part of the funicular's next ascent, in addition to 155 solar panels at the upper station to fully ensure the installation's CO₂ neutrality. And just like that, the funicular entered the 21st century.

The art of the long game

Stories of charcuterie

Text Daniel Bauchervéz

Photo Sedrik Nemeth



The secret? The foehn. This warm wind, capable of melting snow in no time, is also a precious ally... to local butchers! It's much appreciated in Chermignon, where the Bagnoud family has been producing dried meats for over a century.

Suspended between sky, forest and vineyard at over 1,000 metres in altitude, the village of Chermignon is home to a discreet yet fragrant treasure: its meat-drying facilities. On a northern slope facing the generous Italian sun, the strong foehn winds here create an ideal arid microclimate that have made the area one of the country's most favourable terroirs for drying meat – one of Valais' most iconic culinary traditions.

400 YEARS OF EXPERTISE

The earliest records of dried meats from Valais date back to the 1550s. Produced here even then without fire nor smoke, beef rump was marinated in a mixture of salt, herbs and around ten spices. It then underwent a slow air-drying process in specialised wooden barns (raccards), which were exposed to the winds of the alpine pastures. Sounds simple? Certainly not. Too much humidity and the meat spoiled. Too little and it dried out.

In the 1950s and 1960s, the practice became professional amongst a handful of companies. A leading name in the sector, Cher-Mignon was founded in 1967 by the village butcher Jean-Louis Bagnoud, whose father had already been producing dried meats since 1910.

In 1975, the company acquired a drying facility designed by architect Vincent Mangeat, co-founder of Lausanne's

École Spéciale d'Architecture. The award-winning and bold building was quickly nicknamed “the cathedral” after a misunderstanding with a few Dutch tourists. They thought they had stumbled upon a contemporary church and asked to visit! By extension, the company's largest drying loft is known as the “basilica”.

INSIDE THE DRYING LOFTS

Although the company came under the umbrella of Bell Food Group (Coop) in 2023, a third generation Bagnoud still keeps watch. The process remains resolutely artisanal, with “the meats passing through the hands of our loyal staff in around 25 stages”, explains Sébastien Studer, the company's director. Each cut of meat is coated with a secret blend of salt and some ten organic aromatic herbs, the details of which are known by only three people! It's then left to rest in brine for two to three weeks – being turned regularly to ensure even absorption of the flavours – before maturing in the “cathedral” for three weeks, and then in the “basilica” for four months (at slightly different humidity levels). It is this long and carefully crafted process that has earned Valais' dried meats their Protected Geographical Indication (PGI) status, “proof of strong identity”, which is now adamantly upheld by a cantonal professional association.

cher-mignon.ch

#helvet



IN SUMMER, SWITZERLAND SLOWS BENEATH SOFTER LIGHT

Between Geneva and Crans-Montana, the season moves between the city and the mountains with quiet elegance. Explore our new summer editions and rediscover the Swiss art of living.

Living the high life

helvet.swiss

#news

SUMMER 2026

SPORT **CRANS-MONTANA HITS THE GRAVEL**

Gravel cycling is the art of riding anywhere: panoramic roads, forest tracks, mountain trails... this hybrid cycling discipline can do it all! The result: a greater sense of freedom, where nothing's inaccessible and Crans-Montana now offers two dedicated routes. The *Aminona Gravel* explores wild alpine pastures, while the *Miriouges Gravel* features a charming and accessible lake loop surrounded by forest. The cherry on top? On 19 July, Crans-Montana welcomes riders of the ultra-distance GRAAALPS race, where riders set off from Mandelieu (France) in the Côte d'Azur, via Italy, to finish in Crans-Montana for a total race distance of 800 km!

en.raceacrossseries.com/graaalps-2026

SPORT **IT'S ALL IN THE LEGS!**

Since its founding in 1982, the Susten-Leukerbad Mountain Race has grown from a niche sporting event into a much-loved Upper Valais tradition. Held this year on 14 June, the hill climb race between La Souste (Susten) and Leukerbad is a welcoming, much-loved course that's as simple as it is relentless. There's 25.6 km and 850 m of elevation gain to overcome as you bike between the two villages on a road that offers little respite. But there's good news for tired (or small) legs: electric bikes are allowed and shorter route variations are also offered for younger participants. Registration costs just CHF 20 (CHF 10 for those under 15).

vc-elite.ch/bergrennen



ACTIVITY **VERTIGO**

Some admire the mountains from afar. Others climb them with their bare hands. Less than an hour's drive from Crans-Montana, three via ferrata routes offer a chance to experience the mountains with a healthy dose of adrenaline... but without the risk of falling. For beginners, the best option is the Belvédère route in Nax (30 min. away). While it is exposed, there's no approach hike and it requires only moderate physical ability (rated Slightly Difficult+). Mostly vertical – with straight rungs, offset rungs and two monkey bridges – it takes 1-1.5 hours to complete, and features 220 m of elevation gain with rewarding views of the Dents du Midi. For a bigger challenge, try the Evolène or the Leuk Via Ferrata routes.

crans-montana.ch/en/via_ferrata

passionviaferrata.fr/via-ferrata-le-belvedere-a-nax

#watches



Omega
Constellation Observatory

What if watchmaking elegance was guided by the stars? Launched in 1952, the Constellation line celebrates Omega's renowned precision. This new 39.4 mm model in O-MEGASTEEL is the world's first two-hand watch to earn Master Chronometer certification. Its caseback reveals a Constellation Observatory motif beneath eight stars – representing the brand's eight world records.

omegawatches.com



Chopard
L.U.C 1860

Exactly 30 years ago, Karl-Friedrich Scheufele founded this Manufacture in Fleurier, which has remained dedicated to producing high-precision watch movements ever since. It's the perfect occasion to present this new anniversary piece with an "Areuse Blue" dial (named after the nearby river), a 36.5 mm Lucent Steel® case and an irresistible, white gold, hand-guilloché sunburst dial.

chopard.com



Patek Philippe
Nautilus 5810/1G-001

The Nautilus collection is also celebrating 50 legendary years. For this jubilee, this icon features an ultra-thin white gold case, a blue sunburst dial with signature horizontal embossing, along with white gold hour markers and hands with white luminescent coating. This edition, limited to 2,000 pieces, beats to the rhythm of the ultra-thin self-winding 240 calibre.

patek.com



Chanel
J12

Blue? Or black? The nuance is so subtle it's not always easy to pinpoint the true colour of the gorgeous, matte ceramic that adorns this unisex sports watch. This stunning model is available in either 38 mm or 33 mm and is a decidedly sophisticated piece. It features a COSC-certified mechanical movement and boasts a 70-hour power reserve.

chanel.com

#watches



Longines
Longines Legend Diver 59

The spirit of 1959 resurfaces with Longines' latest model. Faithful to the original – with its twin crowns and internal rotating bezel – this 42 mm icon houses a cutting-edge heart: the COSC-certified Calibre L888.6. With a black grained dial, Swiss Super-Lumi-Nova® and either a rubber or Milanese bracelet, it has all the charm of vintage style, plus a 30-bar water resistance.

[longines.com](https://www.longines.com)



Tissot
Pinarello

This special edition collaboration translates the codes of cycling performance into a watch, blending Tissot's 170+ years of watchmaking expertise with Pinarello's Italian cycling heritage. The result? A collector's timepiece combining precision, performance and innovation. Highlights include a P-shaped second hand, a COSC-certified Powermatic 80 and both sporty and Italian leather straps.

[tissotwatches.com](https://www.tissotwatches.com)



Tudor
Black Bay Ceramic

Clad entirely in black ceramic, this 41-mm Black Bay is a performance beast. Its Manufacture Calibre is METAS-certified, ensuring extreme precision and magnetic resistance for this Master Chronometer timepiece. With its signature “snowflake” hands, 70-hour power reserve and matte monochrome look, it's truly a powerful, uncompromising piece.

[tudorwatch.com](https://www.tudorwatch.com)



Rolex
Oyster Perpetual 36

Rolex boldly and colourfully reinterprets its Jubilee motif – introduced in the late 1970s – with this joyful and sophisticated timepiece. The brand's dial lettering plays with contrasts across ten vibrant shades, applied successively (not simultaneously) one after another. Its timeless Oystersteel case houses the calibre 3230, with superlative precision and a 70-hour power reserve.

[rolex.com](https://www.rolex.com)

#watches



Audemars Piguet
Code 11.59

When mechanics are laid bare, emotion peaks... and with this perpetual calendar – which combines a 41-mm white gold case with a black ceramic case middle for striking legibility and contrast – the heart races. The sapphire dial reveals the calibre's complex architecture, where the black aventurine moon-phase indicator and other complications dance in transparency. Guaranteed to wow.

audemarspiguet.com

#helvet



H. Moser & Cie
Streamliner Pump Black

You'll have to move fast to secure one of these 250 limited edition Streamliner Pump timepieces. Created in collaboration with Reebok, this ultra-minimal watch integrates a function inspired by the Pump – an inflatable trainer that offers a perfect fit – into its manufacture movement. One press winds the movement, bringing the calibre to life!

h-moser.com



Hamilton
Khaki Field King

Reclaiming a military icon for civilian life, this 40-mm model with a sun-brushed black dial stands out with its signature (and unmissable!) day-date display at 12 o'clock. Robust, it offers 100 m of water resistance and the precision of the H-40 calibre with an 80-hour power reserve. A welcome detail: the new EasyClick adjustable bracelet for comfort.

hamiltonwatch.com



Tag Heuer
TAG Heuer Monaco Evergraph

The Monaco reinvents itself with the Evergraph, a groundbreaking model in black DLC titanium powered by the automatic Calibre TH80-00. It's defined by its flexible components that reduce friction to extend durability and lifespan. The transparent dial reveals a roaring architecture, combining black opaline counters, coated bridges and pops of red and white.

tagheuer.com

#trends



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1. J. Lindberg Jens pant jlindeberg.com
2. Moncler Leather logo cotton blend bucket hat moncler.com
3. Omega Constellation Observatory, platinum-gold on alligator omegawatches.com
4. KA/NOA Casual moccasins in suede and rubber sole kanoitalia.com
5. JBL Tour One M3 headphone globus.ch
6. Mammut Highland Longsleeve Shirt Men mammut.com

#trends



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1. **Brunello Cucinelli** Techno cotton poplin dress with dazzling seabed embroidery shop.brunellocucinelli.com
2. **Hestra** Cycling glove Ergo Grip Enduro D3O hestragloves.eu
3. **Louis Vuitton** Ambre Levant fragrance louisvuitton.com
4. **Tom Ford** Bruce tortoiseshell acetate sunglasses tomfordfashion.com
5. **Bogner** Paul dark brown swim shorts bogner.com
6. **ON** Hiking boot Cloudrock Mid Waterproof on.com

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1. **Chopard** *Alpine Eagle 41 XPS* [chopard.com](https://www.chopard.com)
2. **Louis Roe** *City Light Hurricane vase* [louise-roe.com](https://www.louise-roe.com)
3. **Ferm Living** *Fountain pedestal bowl* [fermliving.com](https://www.fermliving.com)
4. **Hermès** *Haut à Courroies bag in Fast Poudré printed plume H canvas* [hermes.com](https://www.hermes.com)
5. **Bucherer Fine Jewellery** *Ring Baguette Love, 18K rose gold* [bucherer.com](https://www.bucherer.com)

#helvet

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