



## PRESS RELEASE

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### Traditional Graubünden craftsmanship for the Carlton Hotel St. Moritz

(St. Moritz, 8 December 2021) As a sign of its regional ties with its homeland, the Carlton Hotel St. Moritz is launching a collaboration with the local company Bündnertuch. Tradition and modernity are skilfully combined when time-honoured craftsmanship meets innovative hosts.

An icon in the Swiss mountains since 1913, when you enter the venerable hall at Carlton Hotel St. Moritz with its two large, crackling fireplaces, you immediately feel the sense that tradition is alive here.

Personifying both a rich history, and cultivating curiosity for the future, new General Manager duo, Stephanie and Michael Lehnort represent Carlton Hotel's vision for a sustainable and always surprising hotel experience.

In collaboration with the St. Moritz-based fashion company Bündnertuch, new custom-made uniforms have been designed for the hotel's reception staff. The look, traditionally-designed modern clothing, is a nod to the ski destination's cultural history. For example, the hotel doormen will greet guests in a uniform based on vintage ski clothing comprised of Grisons-cloth trousers and a limited-edition jumper inspired by mountain climbing legend Toni Spinas.

The original recipe from Trun is the basis of today's Bündner cloth. "Traditional knowledge is brought into the present, revived and further developed for the future. It draws from the alpine environment, weaves together valuable Graubünden cultural assets and celebrates the comeback of wool in sustainably produced clothing," says Heidi Kopp, the initiator of the relaunched Graubünden cloth. Originally, Bündner cloth was produced in the Trun cloth factory from 1850 onwards, encapsulating a piece of Graubünden's economic history. Through FAORO St. Moritz, Heidi Kopp gained access to the recipe of the Truns cloth and to the original cutting patterns of the former factory.

Aided by modern technology, the new uniforms are bespoke to each employee – fitted and designed through the use of a digital avatar. The fundamental garment is a traditional alpine jacket made of pure White Alpine Sheep of very high quality, and woven together in a process of 14 steps.

Not just for employees, guests can also enjoy Heidi Kopp's craftsmanship. After all, who wouldn't want to follow in the footsteps of the legendary Graubünden mountain pioneers during their stay in the Engadine high valley? At least in terms of clothing, well protected from the icy cold with the



finest wool that regulates moisture and is also self-cleaning. The pioneers of earlier generations - be they alpinists or hoteliers - have always known what works.

From 10 December 2021 to 27 March 2022, everyone can see for themselves what tradition and modernity are all about, during which time the Carlton Hotel St. Moritz will be open this winter.

#### Carlton Hotel – The Pearl of St. Moritz

Do you dream of snow-capped mountain peaks and the frozen surface of Lake St. Moritz at your feet? As the smallest and most distinctive of the big five-star hotels in St. Moritz, the Carlton Hotel is an ideal base for exploring the natural beauty of the Upper Engadine. After a day on the slopes, the hotel's richly decorated rooms and suites are the perfect tranquil haven – as is the expansive Carlton Spa. Warm hospitality can be found at every turn. Whether you're relaxing on the panoramic terrace or cosying up in front of one of our crackling fires, you can expect your every need to be met. For refined cuisine in a cosy ambience, head to one of our three in-house restaurants: the light-flooded rooms of the Bel Etage, the Restaurant Romanoff or the Restaurant Da Vittorio. The hotel also offers our new Moving Mountains programme, which help guests enjoy a holistic holiday experience with the aim of restoring vitality, rediscovering nature and celebrating life.

Further information: [www.carlton-stmoritz.ch/de](http://www.carlton-stmoritz.ch/de)

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