



CERVO

A Hedonistic Retreat: An exploring Weekend of Mountains and Rituals

A LOVE BEYOND VOL IV

Zermatt, July 17, 2024 - **For the fourth time in a row, CERVO Mountain Resort hosts the “A Love Beyond” weekend in Zermatt. Under the motto “A Hedonistic Retreat: An exploring Weekend of Mountains and Rituals”, guests can look forward to an exclusive retreat full of workshops, culinary delights, art, music and mindfulness at the foot of the Matterhorn from September 20-22, 2024. New this year is the Breathwork team keur and the Soeder manufactory, which will enrich the program with several activities. The keynote speech will also be presented this year by main partner Breitling. Breitling Squad member, adventurer and ecologist David de Rothschild will talk about the “Nature Effect”.**

Going beyond the ordinary is deeply rooted in the essence of the CERVO Mountain Resort and an integral part of the Beyond concept, which is supported by the three pillars Beyond Exploring, Beyond Sustainability and Beyond Culture. The CERVO spirit can be particularly felt and experienced during the annual A Love Beyond weekend. For the fourth time, the Zermatt resort is hosting the holistic retreat from September 20-22. This year, individual program items can now also be booked by external guests.

Discover, experience and let go

In keeping with the CERVO philosophy, retreat guests can expect a varied program of workshops, culinary delights, art, music and mindfulness. Each day starts with yoga sessions and meditations in the Ātman Mountain Spa at CERVO Mountain Resort. New this year are the Zurich-based breathwork guides from keur, who will open the retreat with a course and also contribute further activities to the program on the following two days. Also taking part for the first time are the Soeder manufactory and the artist Adam Stamp, who will each be offering a workshop on Saturday. The culinary highlight will be supported by long-standing partner Design Hotels - at the Chef & Winemaker Night on Friday evening, international chefs and winemakers will indulge guests' senses. A Love Beyond” will be accompanied by an intimate Zermatt Unplugged concert on Saturday evening.

The nature effect

This year's keynote speech will once again be presented by main partner Breitling. Last year's talk by Dr. Bertrand Piccard will be followed by another member of the Breitling Squad: David de Rothschild. The adventurer and ecologist will talk about the “Nature Effect” on Friday, September 20, 2024, at 5:00 pm. This will focus on nature's unique ability to inspire and challenge us, as well as highlighting the importance of sustainability and nature-based solutions for the future of our planet.

The retreat is aimed at hotel guests who have booked at CERVO from September 20-22, 2024. Participation in all activities is already included in the room rate. External guests can purchase an access pass for the “Chef & Winemaker Night” or the “Fire & Mountains Lunch” on Täschalp. The lunch will take place at a long table next to the old Senntum. Included is a soap workshop led by the Soeder manufactory and a wine tasting and drawing workshop with the artist Adam Stamp, accompanied by live acoustic music.



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Further information on the program and the booking link can be found at <https://cervo.swiss/en/a-love-beyond>.



About the CERVO Mountain Resort

Located above the village center of Zermatt, CERVO Mountain Resort reopened its doors in December 2020 after an extensive renovation and reconstruction. The spectacular views over the village and of the Matterhorn accompany guests throughout their stay - whether from the windows of the lodges, from the onsen of the Mountain Ashram Spa, or during après-ski on the terraces. The CERVO lifestyle can be experienced and felt throughout the resort. It is based on the principles of a conscious, respectful treatment of the environment, appreciation of the homeland with its traditions and values, and inspiration from around the world. The decor, designed by Dreimeta's interior designers, reflects this philosophy through the natural materials and hues of the mountain world all around and gentle influences from travels around the globe. With its diverse accommodation options, CERVO responds to the zeitgeist of tourism. The three lodge concepts Nomad, Alpinist and Huntsman, with a total of 54 rooms and suites, are as versatile as the offers and services. Whether relaxed luxurious, stylish alpine or functionally modern, the high-quality furnishings vary according to season and personal needs. The Mountain Ashram Spa combines the best of international wellness traditions: Meditation and coaching sessions, exquisite treatments, the steam room with local herbs and the onsen with breathtaking views of the Matterhorn. At the three restaurants, Madre Nostra, Bazaar and Ferdinand, the focus is on locally seasonal creations, enriched with flavors from near and far. Private events are celebrated in the hidden Grapes & Juniper Bar, and for après-ski, people meet on the terraces right at the end of the slopes for DJ sounds and live music. Throughout the year, CERVO also hosts a variety of food, drink, music and cultural events and festivals. The resort also includes the Overlook Lodge for casual apartment vacations and Schali Lago, the summer hotspot on Lake Schali, with a wakeboard facility and bar serving CERVO classics on the menu. The resort was awarded the prestigious AHEAD Europe Hotel & Design Award in the Resort category, which was presented in London on November 19, 2021. CERVO Mountain Resort is a member of the international luxury travel network Virtuoso and carries the Platinum certification of the leading sustainability label for Swiss lodging establishments, ibex fairstay.

For more information visit: www.cervo.swiss

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About BREITLING

Founded in 1884, Breitling is a leading Swiss watchmaker. The innovative company invented the modern chronograph and pioneered the navigational tool watch. Today, it is still breaking new ground as a casual, inclusive, and sustainable luxury brand with more than 270 industrial-loft-inspired retail locations around the world. Breitling's collections center around air, land, and sea pursuits, all captured in the brand's unmistakable modern-retro style. The exceptional quality of every watch movement is confirmed by its status as a COSC-certified chronometer, and the brand remains one of only a handful of independent watchmakers to produce its own manufacture calibers. Today, Breitling is on a mission to do better, by creating beautiful products and experiences with better materials, better manufacturing, better packaging, and end-to-end traceability. Combining classic watchmaking with the latest and most sustainable innovations, Breitling is both a company with history and one that is ahead of its time.

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About Design Hotels

For 30 years, Design Hotels has been at the forefront of a movement in travel by crafting a handpicked portfolio of 300+ independently owned and operated hotels in over 60 countries. From cultural hubs in fast-paced cities to tiny off-the-beaten-path escapes, each hotel reflects the vision of its pioneering owner—or “Original”—who possesses a passion for genuine hospitality, cultural authenticity, thought-provoking design, and architecture.

More than a collection of hotels, Design Hotels brings forward-thinking member hotels insightful travel industry expertise – from trend forecasting and creative consultancy, to PR, marketing, and global sales representation.

Design Hotels is headquartered in Berlin, with branches in London, Los Angeles, New York, and Singapore. In 2019, the company partnered with Marriott Bonvoy®, expanding the reach of its member hotels and offering its community access to the industry's leading loyalty program.

Contact press@designhotels.com for more information.