

Stones that Travel. Values that Stay.

CERVO Mountain Resort, NEUMÜHLE and maison blanche launch a joint Capsule Collection

Zermatt / Zurich, 22 January 2026 – Three Swiss visionaries from the worlds of hospitality, design and sustainable fashion are joining forces: CERVO Mountain Resort, Zurich-based design label NEUMÜHLE, and designer Yannik Zamboni with his internationally acclaimed label maison blanche are launching a limited capsule collection together. The boulder (glacial erratic) serves as the central symbol and motif of the collaboration – becoming the unifying emblem and conceptual foundation of a collection that brings together responsibility, longevity and design.

A partnership rooted in shared values

CERVO Mountain Resort, NEUMÜHLE and maison blanche each represent, in their own way, a spirit of innovation, aesthetic clarity, and an uncompromising commitment to sustainability. The fact that these three partners have come together is no coincidence. Deeply rooted in Switzerland, they intentionally think beyond their immediate context. At the intersection of hospitality, design and fashion, they share the conviction that responsibility should not be an add-on, but the very foundation of creative practice.

The boulder as a symbol of time, transformation and responsibility

As a rock transported by glaciers, a boulder (glacial erratic) is a silent witness to the Ice Ages – and thus to the climatic changes shaping our planet. These stones tell stories of movement over millennia, of forces that form landscapes, and of the fragility of alpine environments in the face of climate change. For this collaboration, the boulder becomes a symbol of a new understanding of luxury: conscious, long-lasting and responsible. The capsule collection translates this attitude into wearable design, making time, transformation and impact visible in a sustainable way.

Wearable design with meaning

The strictly limited capsule collection features key pieces such as a balaclava, scarf and T-shirt – only 300 of each. The collection was designed by Yannik Zamboni (maison blanche), whose conceptual signature precisely captures the symbolism of the boulder. Production was handled by NEUMÜHLE. Design elements such as lines, coordinates and textures reference the boulder's journey between Zurich and Zermatt – between urban space and alpine landscape, between past and future. In this way, the boulder is not only told as a story, but made visible and wearable: as a symbol of time, movement and responsibility. All products are sustainably made, designed for durability and conceived with functionality in mind.

In keeping with the spirit of the boulder, 10% of the proceeds will be donated to the Glaciers Alive Foundation. The organization is committed to protecting melting glaciers and their crucial role as essential freshwater reservoirs through innovative, scientifically supported projects.

The pieces are available on site at CERVO Mountain Resort or via the CERVO online shop. Prices are CHF 125 for the T-shirt, CHF 145 for the balaclava and CHF 185 for the scarf.



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ABOUT CERVO MOUNTAIN RESORT

Located above the center of Zermatt village, CERVO Mountain Resort offers spectacular views of the Matterhorn and brings together consciously lived sustainability, alpine tradition and global inspiration. Natural materials and cosmopolitan details define the interior designed by Dreimeta. With 54 rooms and suites across the three lodges Nomad, Alpinist and Huntsman, CERVO offers a wide range of accommodation options – from relaxed luxury and stylish alpine comfort to functional modern design. For a casual apartment-style stay, the Overlook Lodge is ideal.

At the Ätman Mountain Spa, wellness traditions from East and West merge with the power of local nature: an onsen with Matterhorn views, herbal steam baths, and holistic treatments for body and mind. Culinary highlights include the restaurants Madre Nostra, Bazaar and Ferdinand, offering regional dishes and globally inspired creations. CERVO is not only a retreat, but also hosts numerous events centered around food, drinks, music and culture – and for après-ski, guests gather at the very end of the slopes on the terraces for DJ sets and live music.

CERVO Mountain Resort is a member of Design Hotels and the international luxury travel network Virtuoso. Certified with the ibex fairstay Platinum label, the resort sets benchmarks for sustainable hospitality.

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About maison blanche

maison blanche is a Swiss high-end fashion label known for conceptual design, craftsmanship and a critical approach to contemporary fashion. The brand challenges socio-political norms and explores fashion as a medium for cultural and social dialogue. Founded in Switzerland, maison blanche operates across the entire textile cycle with a focus on responsible sourcing, ethical production and long-term ecological and economic balance.

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About NEUMÜHLE

NEUMÜHLE is a Swiss design label with a focus on circular textiles and radically reduced product design. The brand develops durable essentials and innovative mono-material products that are fully recyclable. NEUMÜHLE works according to the principles of the circular economy, produces fairly in Europe and pursues the goal of consistently closing material loops.

Website: www.neumuhle.ch

About Glaciers Alive

Glaciers Alive is a non-profit initiative based in Switzerland, working nationally and internationally to actively protect glaciers and freshwater reservoirs. Under the joint umbrella of the association and foundation, Glaciers Alive develops, promotes and implements scientifically grounded, practical solutions to slow the accelerated retreat of glaciers caused by climate change.

Its focus is on innovative technologies such as sustainable glacier covers, ground-independent snowmaking systems, and ice stupa installations for seasonal water storage. These measures are complemented by research, education and international cooperation. Glaciers Alive aims to achieve tangible impact on the ground while inspiring people to actively engage in climate action.

More Information: www.glaciersalive.ch