



# THE ALPINA GSTAAD

## **From California beaches to Swiss Alpine peaks Nick Fouquet collaborates with The Alpina Gstaad on new capsule collection**



12 February 2023 - [Nick Fouquet](#), milliner to the stars, is collaborating with iconic hotel [The Alpina Gstaad](#) on an exciting new capsule collection. Unveiled on February 18, the limited edition of 7 models includes a women's, a men's and five unisex hats.

Nicknamed "The Hat Maker", Nick Fouquet became interested in the somewhat forgotten art of millinery when he moved to California in the 2010s and founded his eponymous label there. Today, his work is acclaimed by the biggest stars and he collaborates with renowned designers such as Givenchy, Jacques-Marie Mage or Rochas.

The French-American designer creates bespoke bohemian-style hats, handcrafted in his Venice Beach studio where he blends traditional craftsmanship, modern art-inspired techniques and his boundless creativity. A matchstick is hidden in every hat that symbolises a spark of creativity.

A thousand miles from California and nestled in the heart of the snow-capped Alps, The Alpina Gstaad is renowned for its sustainable luxury and impressive art collection. The hotel regularly serves as a platform for artists and designers from all over the world, and turned to Nick Fouquet to offer its guests a timeless souvenir of their stay.

*"Joining forces with such a unique hotel as The Alpina Gstaad is a very special experience for me. Our collaboration is harmonious because we share the same values of design, craftsmanship,*



# THE ALPINA

## GSTAAD

*luxury and consistency," said Nick Fouquet. "I was inspired by European chic which, combined with the typical design and applications of my creations, brings a modern touch to an alpine style outfit or to an everyday look. With this collection, we have transported the Californian beaches to the Swiss mountains."*

Each hat is the result of meticulous detailed work, individually imagined and designed. *"To create this collection, I projected myself into Gstaad. For me, this place gives off an impression of luxury and chic, with an unwavering outdoor aspect. I therefore used soft tones with more striking elements such as feathers or chrome to emphasise this contrast and bring a touch that is both feminine and masculine to the headgear."*

Each piece is handcrafted with the greatest care by artisan hat makers in his Venice Beach workshop. A single hat requires two days of work, with incredible attention to detail. And at every stage of the creative process, right through to the choice of materials, special attention is paid to sustainability. For this collection, Nick Fouquet used luxurious felt made in Europe and Ecuadorian straw.

The hats feature characteristic elements of the label such as the initials engraved in the leather, hand-dyed straps and a "signature" matchstick. There are also subtle details referring to The Alpina Gstaad: embroideries reminiscent of those on the hotel's comfortable armchairs, the choice of 'natural' colours in keeping with the hotel's commitments to sustainable development or the representation of a Gstaad chalet printed in the lining.

The collection will be available exclusively at the high-end clothing boutiques Trois Pommes store in Gstaad, costing CHF 1,650 (£1,480). Nick Fouquet will unveil the collection on February 18, in partnership with prestigious brands such as Moët Hennessy and B.I. Collection.

You can find photos of this collection [here](#).  
[www.thealpinagstaad.ch](http://www.thealpinagstaad.ch) | [www.nickfouquet.com](http://www.nickfouquet.com)

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### **NOTES TO EDITORS:**

#### **About The Alpina Gstaad**



# THE ALPINA

## GSTAAD

With 56 rooms and suites, The Alpina Gstaad nestles in 20 hectares of park grounds just above the charming centre of Gstaad village. Opened in December 2012, it is the recipient of numerous awards, and regularly appears in lists of best hotels published by renowned magazines, such as Travel + Leisure (best 100 hotels worldwide), and the Condé Nast Gold List. Most recently, The Alpina Gstaad has been ranked for the second year in a row, #1 in the new hotel rating published by Switzerland's NZZ and won 'Best Transformative Spa' in the Organic Spa Magazine's top Wellness Travel Awards 2019. The hotel was also awarded a five star rating by Forbes Travel and won Best Luxury Ski Hotel Worldwide 2019 in the Hotel of the Year Awards.

The hotel is justifiably proud of its vast and wonderful Six Senses Spa with Himalaya Salt Grotto, Hammam steam room and indoor and outdoor pools, and wellbeing programmes which focus on holistic healing and incorporate the likes of yoga, colonics and health screens. Meanwhile, Michelin-starred Executive Chef Martin Göschel supervises three exceptional restaurants the Sommet restaurant (18 GaultMillau points, 1 Michelin star), Swiss Stübli restaurant, and MEGU Japanese gourmet restaurant (16 GaultMillau points) – the latter is the first iteration of this famous concept in western Europe.

The Alpina Gstaad is a member of the Preferred Hotels & Resorts Legend collection, the exclusive Virtuoso travel network, and Swiss Deluxe Hotels. The hotel is also a member of the [NOW Force for Good Alliance](#) and certified Gold by EarthCheck.

Gstaad is easily accessible by train, with frequent services from London with easy changes in Paris, Lausanne and Montreux. The scenic journey takes 10 hours.

### **A Note About Health & Safety**

The Alpina Gstaad is following the regulations and guidelines set up by the Swiss Federal Office of Public Health (FOPH) in relation to hygiene, health and safety. Please check current government guidelines relating to travel.