



BÂRMA
COURCHEVEL

BÂRMA COURCHEVEL,
the alpine haven BY
LA FRENCH COLLECTION



PRESS RELEASE 2026



Bârma Courchevel, the second hotel to join La French Collection, following Les Cimes Bleues in La Baule, is shaking up the codes of mountain hospitality. This winter, Bârma opens in the heart of Courchevel La Tania, offering **an alpine haven unlike any other.**

True to the DNA of La French Collection, Bârma is rooted in **a distinctive art of hospitality.** Impeccable service, thoughtful attention to every detail and a generous welcome reflect the standards of the world's finest hotels, all within a spirit of understated luxury.

More than a new hotel in Courchevel, **Bârma is founded on a simple belief: that the mountains can be experienced differently.** A contemporary alpine retreat where great service meets genuine warmth and authenticity, Bârma invites guests to slow down, come together and reconnect with what matters most.

Located at the foot of the slopes and surrounded by forest, Bârma offers 75 rooms and suites, alongside 70 private residences ranging from 2 to 8 rooms, as well as the Susanne Kaufmann Spa.

In early December, Bârma will extend its bookings into the summer season, through the end of August. Set between soaring peaks and a laid-back art de vivre, the warmth of an alpine chalet and a distinctly contemporary spirit, Bârma embodies its own interpretation of the **“French Paradox”**: a vision of luxury measured not by excess, but by the freedom to slow down, embrace simplicity and fully savour the richness of the land and its culture. Here, comfort is understated, elegance comes with a sense of ease, and chic meets the soul of a mountain refuge.

Renowned for its high-altitude projects and some of the region's most beautiful chalets, **Lyon-based architecture studio Atelier Giffon** draws on the magic of the mountains to create an immersive interior in perfect harmony with the surrounding landscape. The atmosphere is at once dreamlike and authentic, blending a sense of reverie with the comfort of a true alpine refuge. With its restaurant, bar and expansive terrace, Bârma opens a new chapter in premium hospitality. A place where high standards meet conviviality, refinement meets a sense of home, and luxury feels effortlessly cool: this is the definition of the “cool luxury” championed by La French Collection.

COURCHEVEL LA TANIA, *AN authentic postcard* OF THE MOUNTAINS

At the heart of the Tarentaise Valley, Courchevel La Tania offers a different vision of the Alps. Home to just 300 year-round residents, this village has preserved an authentic, family-friendly atmosphere. Surrounded by chalets, mountains and forests of fir, spruce and pine, **it offers privileged access to one of the Alps' vastest playgrounds.**

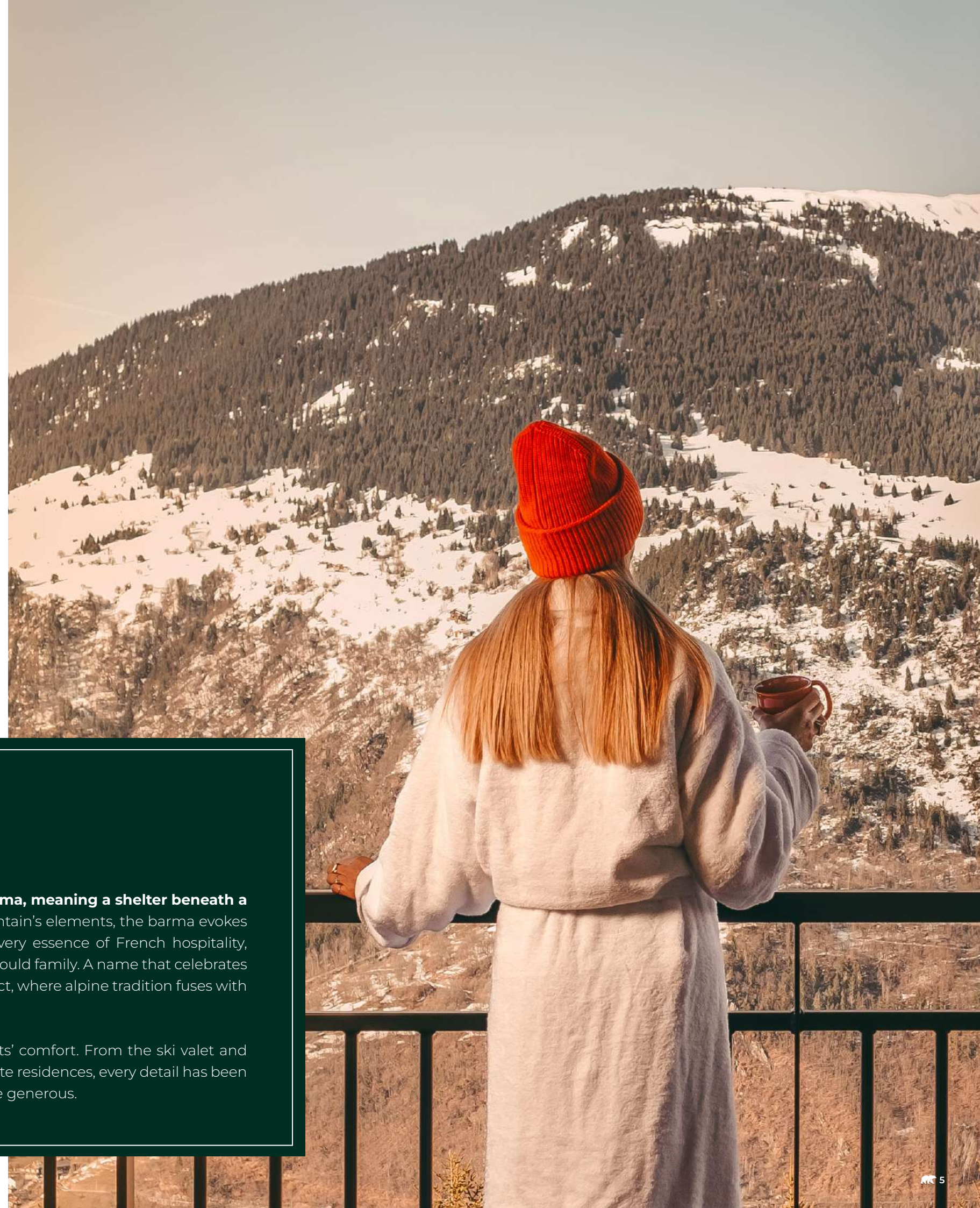
Connected to the **Courchevel** ski area and the famous domaine Les Trois Vallées, at an altitude of 1,400 metres, the hotel offers access to more than **373 miles of slopes**, linked by an extensive network of gondolas and lifts. This natural, almost poetic setting convinced **François Giboire** and **Olivier Biancarelli**, co-CEO of the Giboire Group and long-time admirers of the region, to make it the natural home of the second La French Collection property. Bârma finds its home where the prestige of Les Trois Vallées meets the authentic charm of a human village.

Stretching for nearly **a mile along the foot of the slopes**, the building designed by architecture studio **Atelier Plexus** plays with contrasts. Raw stone sits alongside timber, while contemporary lines are softened by pitched roofs inspired by traditional Alpine chalets. On every floor, balconies and terraces open onto sweeping views of the valley, its villages and surrounding peaks, offering countless invitations to pause and take in the landscape.

BÂRMA, *A haven rooted* IN ITS LANDSCAPE

Bârma takes its name from an ancient word from the Western Alps – **barma, or balma, meaning a shelter beneath a rock.** Once a refuge for shepherds and travellers seeking protection from the mountain's elements, the barma evokes a warm, protective shelter, deeply shaped by its surroundings. It embodies the very essence of French hospitality, reinvented at altitude: welcoming as one would protect, welcoming guests as one would family. A name that celebrates the art of finding, high in the mountains, a hideaway in which to pause and reconnect, where alpine tradition fuses with contemporary elegance.

At Bârma, luxury is first and foremost about an unwavering commitment to guests' comfort. From the ski valet and concierge to the guest app, shuttle service and dedicated hotel services for the private residences, every detail has been carefully considered to make the mountain experience simpler, smoother and more generous.





BÂRMA RESTAURANT : *a cave* FACING THE MOUNTAINS

Inspired by the landscapes of the high Alps, Atelier Giffon has created an immersive setting where **vaults and arches faithfully echo the raw textures of mountain stone and rock**. A hyperrealist creation by Spanish artist Marcos Albajez Lopez, the space evokes the atmosphere of a cave or a mineral refuge.

Suspended from the black ceiling, a monumental installation of around 30 glass globes extends the night into the restaurant, echoing the Milky Way above. Underfoot, a graphic carpet in an icy palette recalls the pristine beauty of snow-capped peaks. Framed by expansive floor-to-ceiling windows opening onto the landscape and the large terrace, the

restaurant's main dining room **seats 130 guests** across banquettes and chairs in a palette of forest green, taupe, tartan and snow white.

The lounge and bar area, with its fireplace and high tables, evokes the winter sky and snow. The entire space gracefully balances chic and hedonism, the warmth of an Alpine evening gathering with a contemporary art de vivre.

In the morning, the dining room comes to life over a generous breakfast, where a curated selection of local products invites guests to taste the flavour of the alpine terroir. A delicious prelude to a day on the slopes.

INTERIORS BY *Atelier Giffon*

Each La French Collection property is conceived as a one-of-a-kind creation, entrusted to **a renowned French interior architect** with a singular ability to tell a distinctive story in harmony with its surroundings.

Founded in 2011, Lyon-based architecture studio **Atelier Giffon** has designed the interiors. With extensive experience in high-altitude projects – from luxury Savoyard chalets and private residences to hotels – the studio reinterprets traditional alpine codes with elegance and a touch of audacity. It is the very essence of the **“Classic with a Twist”** philosophy at the heart of La French Collection.

“Bârma is far more than a hotel or a private residence: it is an experience in its own right. One that unfolds through a dreamlike approach, drawing guests into a memorable and unexpected world. Yet the experience remains deeply authentic, expressed through the use of local materials and resources,

says Rémi Giffon, founder of Atelier Giffon.”





A CONTEMPORARY ALPINE *brasserie*

Original, generous and heartfelt, the cuisine at our alpine brasserie draws inspiration from the **French, Swiss and Italian Alps**, with a focus on soulful dishes. True to the contemporary fooding spirit that defines La French Collection's restaurants, **the menu celebrates local producers** while reinterpreting Savoyard classics such as fondue, raclette and tartiflette, alongside creamy polenta and slow-braised meats, **all with distinctly modern touch**.

A dedicated **show-cooking station** also invites guests to watch signature dishes and recipes being prepared live, fostering a spirit of sharing and fellowship worthy of a true mountain social club.

BÂRMA grande terrasse

Bârma grande Terrasse has been created to become the prime spot for sun-drenched lunches and the ultimate après-ski headquarters. With its **4,300 sq ft of outdoor space, it welcomes up to 120 guests** around a rich selection of dishes made for sharing.

The Lounge is the perfect place to gather over a signature cocktail, a fine bottle or a comforting creation. With its bar and fire pits, it completes an experience where luxury feels tactile, cosy and effortlessly carefree.

A place of laid-back indulgence, sharing and welcoming, Bârma grande Terrasse hosts **Sunset DJ sets** several evenings a week. An exclusive soundtrack, inspired by remixed French classics, features the sunset, capturing the true "cool-luxury" spirit of La French Collection.

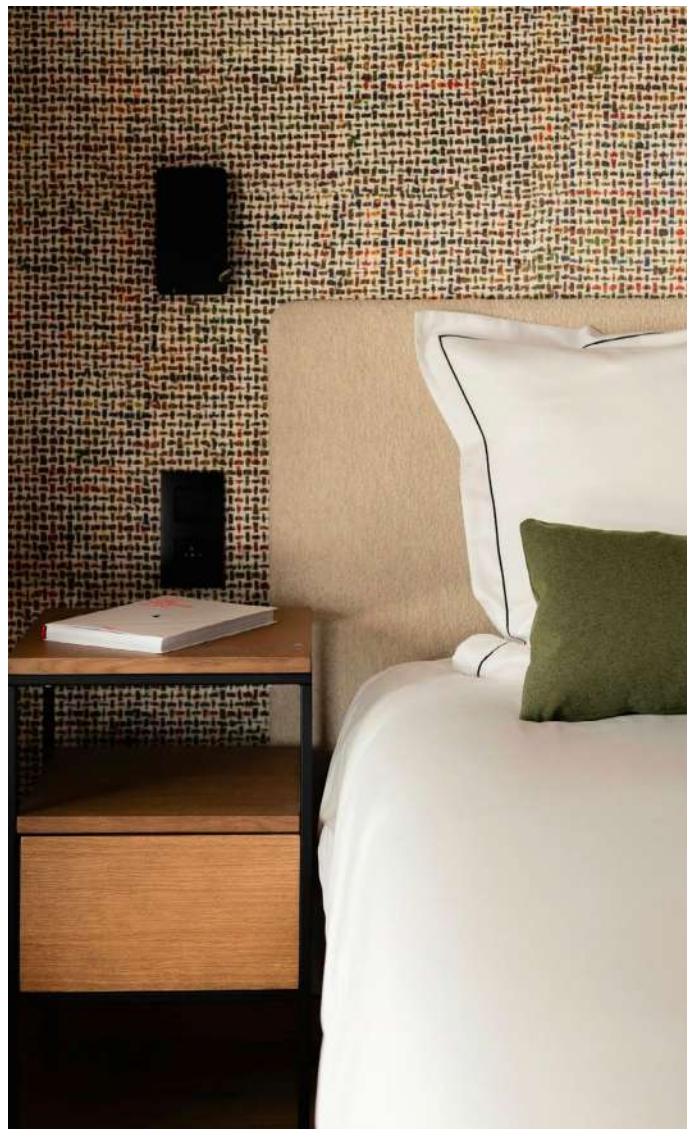
ROOMS AND SUITES

with a view

Bârma's **75 rooms** offer spectacular views over the slopes, snow-covered forests and surrounding mountains. On every floor, expansive floor-to-ceiling windows invite guests to reconnect with nature, while select rooms feature a balcony or terrace, offering the perfect setting to fully take in the panorama. Spacious and ranging from 226 to 1,076 sq ft. Bârma's 75 rooms and suites are inherently family-friendly and adapt to every configuration: families, tribes and groups of friends. They embody the spirit cultivated by La French Collection, where family is understood in the

broadest sense: the family we choose as much as the one we welcome.

Natural wood floors recall the mountain setting, while the interiors reveal a refined contemporary aesthetic. Rounded, sculptural headboards bring depth and colour in forest green, midnight blue or brick red. Here, luxury is expressed through restraint: **every detail is considered, nothing feels excessive.** In the larger rooms, benches at the foot of the bed, cosy alcoves and bookshelves create inviting spaces to settle in.



Exceptional SUITES AT THE SUMMIT

On Bârma's 7th floor, **two 1,075 sq ft suites** open onto the sky and the most beautiful landscapes of the Tarentaise Valley. Configurable as two or three bedrooms, and available for private hire or for hosting events, meetings and dinners, both suites feature **430 sq ft terraces**, lounge areas, a living room and a dining room. The result is the atmosphere of a private chalet, enhanced by the service of a luxury hotel.

WELLNESS MADE IN *France*

At Bârma, every detail matters. The bathrooms feature products from French **skincare house Byca, made in Normandy. Lotions**, cleansing gels, shampoos, conditioners and exfoliating soaps are presented in elegant amber bottles made from recyclable glass. With naturally derived fragrances, delicate textures and responsible production, they offer another way to combine pleasure, quality and commitment.

DREAM *apartments* ON THE SLOPES

Bârma offers **70 private apartments**, ranging from 2 to 8 rooms, available for rental within the building. Exceptionally spacious, they span between 538 and 2150 sq feet. Designed by **Atelier Giffon**, they have been created in harmony with the mountain setting, combining natural wood with fir panelling across the ceilings and selected walls. In the bathrooms, tiles evoke pure stone, while tartan patterns and cocooning materials – including wool, bouclé and herringbone – bring a welcoming mountain mood to every space. An authentic spirit reinvented through a modern lens, expressed in a palette of soft, luminous tones and an exceptional level of comfort. The result is a harmonious blend of rustic charm and refined elegance.



GOURMET *grocery store*

Another expression of the French Paradox, **Bârma's grocery store combines the spirit of a village shop with the luxury of a curated selection of local and regional products.** At any time of day, it invites hotel guests and residents of apartments to discover produce from nearby mountain farms and cooperatives.

Its selection includes iconic products, from Savoyard charcuterie and olive oil to artisanal foie gras, fresh cheeses, fish rillettes, grand cru chocolates, honeys, truffles, caviar and mountain wines. Everyday essentials are selected with the same care. Here refinement lies not in the rarity of the products, but in the attention given to each one.

Through **the hotel's Guest App**, guests who have booked a room can pre-order their ideal selection to find waiting in their refrigerator upon arrival. Throughout their stay, they can choose between classic delivery through **24/7 room service** or collecting their groceries directly from the gourmet grocery store via the pick-up option.

CHIC AND *sustainable* TRANSFERS

Whether for a romantic outing, a stop at a nearby farm or dinner in Courchevel 1850, Bârma offers its fleet of **Mercedes V-Class and hybrid Vito vehicles at any hour**, day or night. The comfort of a bespoke service, combined with the choice of more responsible mobility is our philosophy.

SKIING *paradise*

> THE SKI LOUNGE, A BESPOKE SERVICE

Designed to make every skier's life easier, **the Ski Lounge acts as an extension of the hotel** at the foot of the slopes. In the spirit of a butler service, skis are prepared, heated and adjusted according to the weather conditions, then placed on the snow with each skier's room number. The same principle applies on the way back: the ski valet collects every pair of skis with the same care and attention.

> BÂRMA SKI SHOP

Integrated into the hotel, the Bârma Ski Shop offers the rental and sale of premium ski and snowboard equipment directly on the slopes. In partnership with **L'Atelier**, it provides all hotel guests with access to high-end equipment, carefully selected for every level and style of skiing. A dedicated waxing workshop ensures that every ski is perfectly prepared for each outing, whatever the mountain conditions.

In partnership with the ESF La Tania, group and private ski lessons, along with excursions led by high-mountain guides, complete the experience.

In summer, the Ski Shop swaps skis for **e-bikes**, inviting guests to explore the mountains, while specialist guides in local flora and fauna lead immersive hikes through the forests. Gastronomic trails, farm visits and cheese-making experiences are also available.

> THE KID'S ROOM

An essential service for families, **the Kid's Room welcomes children aged 3 to 10.** It features a variety of play areas, from a small suspended wooden bridge and ball pit to slides. During school holidays, a programme of themed workshops, including cooking and herbalism inspired by the mountain's flora and fauna, is offered to all children. At La French Collection, luxury is designed for adults and children alike.





The alpine spa BY SUSANNE KAUFMANN

Bathed in natural light and opening directly onto a spacious terrace overlooking the slopes, **the Susanne Kaufmann Spa invites guests to connect with the mountains**, in every season. Created as a true social hub, the spa is centred around a central pool, a fitness room and 5 treatment rooms by Susanne Kaufmann.

> IN TOUCH WITH NATURE

A tribute to the untamed power of nature and the forests surrounding Bärma, the spa designed by **Atelier Giffon** immerses guests in a mighty world. Natural light reveals stretched fabrics across the walls and ceilings, their textures and tones echoing the atmosphere of the forest floor.

A specialist in trompe-l'oeil murals and the creation of artificial trees for plays, **local artist and interior designer Corentin Meige** conjures the spirit of a great mountain cabin, where every structural post becomes a tree trunk, embraced by immense bears sculpted from wood. Here, dreamlike fantasy meets reality, imagination and authenticity.

> RELAXATION POOL

Designed for post-workout recovery and relaxation, **the large pool** offers a true wellness journey, with loungers and bubble beds, hydromassage jets and cascading waterfalls. Two jacuzzis complete the experience, while a second pool is dedicated to children. A true sanctuary for unwinding, the space also features a sauna, steam room, sensory showers and salt cave.

In summer, the large glass doors surrounding the pool open onto the outdoors, creating a seamless connection with nature. Sun loungers and parasols invite guests to enjoy the spa under the warmth of the sun.

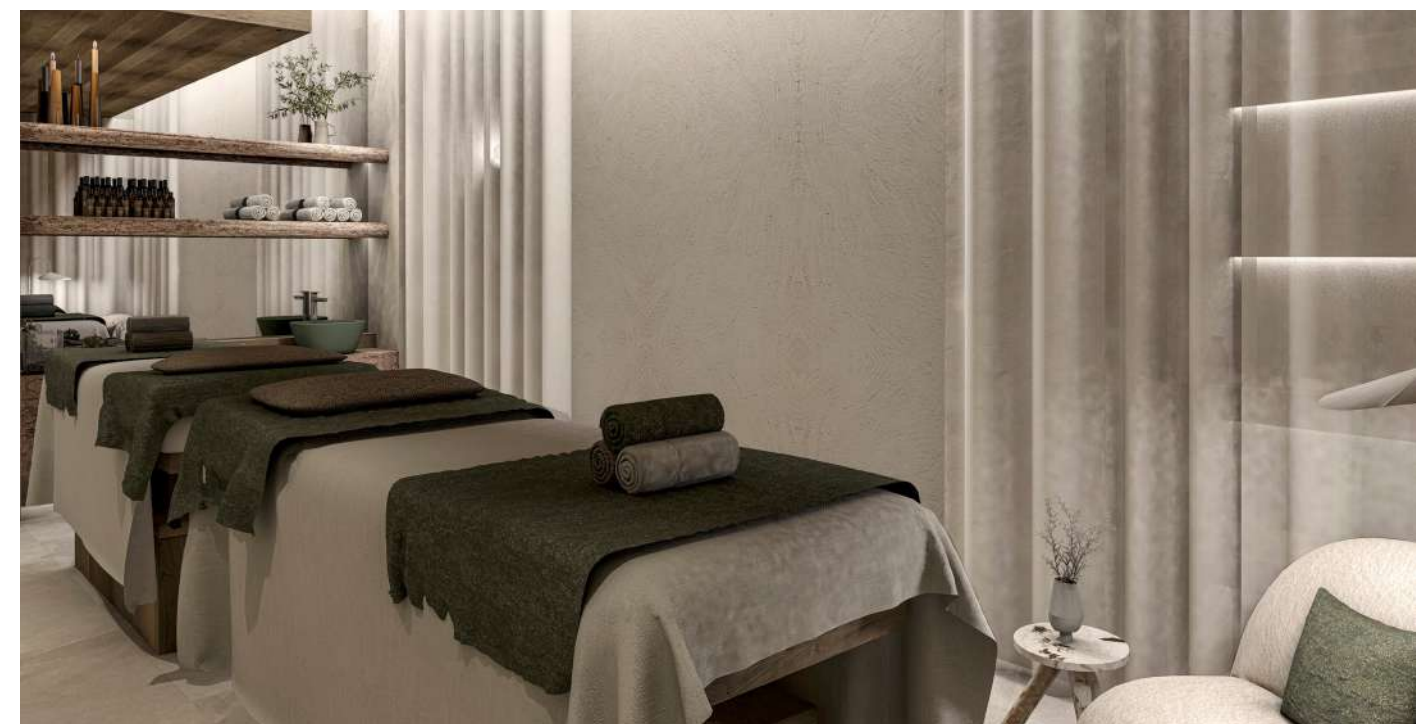
> HOLISTIC BEAUTY

4 treatment rooms, including a couple's suite, have been designed for Susanne Kaufmann facials and massages. Born in the heart of the Austrian Alps, the beauty brand combines the restorative properties of alpine plants with cutting-edge scientific research to strengthen the skin's health and resilience over time.

Susanne Kaufmann's holistic approach to beauty unfolds through a selection of anti-ageing facials and relaxing massages, enriched with iconic alpine **ingredients including arnica, edelweiss, St John's wort and chamomile**.

> FITNESS

Bärma has created a fitness studio in partnership with **WaterRower**, featuring high-end solid-wood equipment that uses water resistance. The space is equipped with rowing machines, indoor bikes and treadmills, among other essentials.



A comforting RETREAT

Driven by **a commitment to exceptional service and a genuine love of hospitality**, Bârma welcomes guests as friends rather than clients. It is a celebration of its open-hearted hospitality that defines every La French Collection house. From booking to arrival, the team takes care of every guest and family with **discreet, thoughtful care**.

“Bârma is a place of comfort, even a sense of solace, that we want to offer our guests. A hotel that evokes the conviviality of a Sunday family lunch, where being together is a pleasure and every detail invites you to embrace the moment.”

- Suzette Da Silva, General Manager.



SUSTAINABILITY

As a developer and master planner, Groupe Gilboire designs and delivers projects that respond to the unique character of each location, **with nature-conscious at the heart of its DNA**. At a time of energy transition, the Group is pursuing an ambitious approach to sustainability, progressively translating this commitment into its developments by prioritising, wherever the projects allow, locally sourced **materials and resources, energy efficiency, and a sensitive integration into the surrounding landscape**.

This philosophy guides the development of La French Collection, of which Bârma is the second property. In Courchevel La Tania, the hotel is set within a preserved mountain environment,

at the foot of the slopes and surrounded by forests. Its architecture and interiors celebrate wood, stone and local craftsmanship, reflecting a desire to create harmony with the alpine landscape.

As a candidate for the **Green Key label**, Bârma is committed to an ambitious environmental policy focused on **better management of energy and water consumption, as well as waste reduction and recovery**. From the packaging to the contents, the in-room amenities have been selected for their eco-friendly credentials, while bed and bath linen is laundered on site to ensure more efficient resource management.

This approach extends to the dining experience, with a menu made exclusively from seasonal **produce and a strong commitment to short supply chains**. Farmers, cheesemakers, livestock breeders and market gardeners from Savoie and Haute-Savoie help showcase the richness of the Alpine terroir. The fleet of hybrid shuttles available to guests further reinforces this commitment, offering **more responsible mobility without compromising the comfort of a bespoke service**.

At Bârma, the new responsible hedonism championed by La French Collection is expressed in every detail, with the ambition of offering a mountain experience that is as generous as it is mindful of its surroundings.



LIVING THE *mountain*

For an experience at the heart of the mountains, **Bârma has created a programme of exceptional activities and experiences rooted in the authenticity of travel.**

The programme includes immersions in the great outdoors, riding snowmobiles across the hills, epic hikes to the summit of Saulire, magical dog-sledding excursions and, in summer, electric mountain-bike tours.

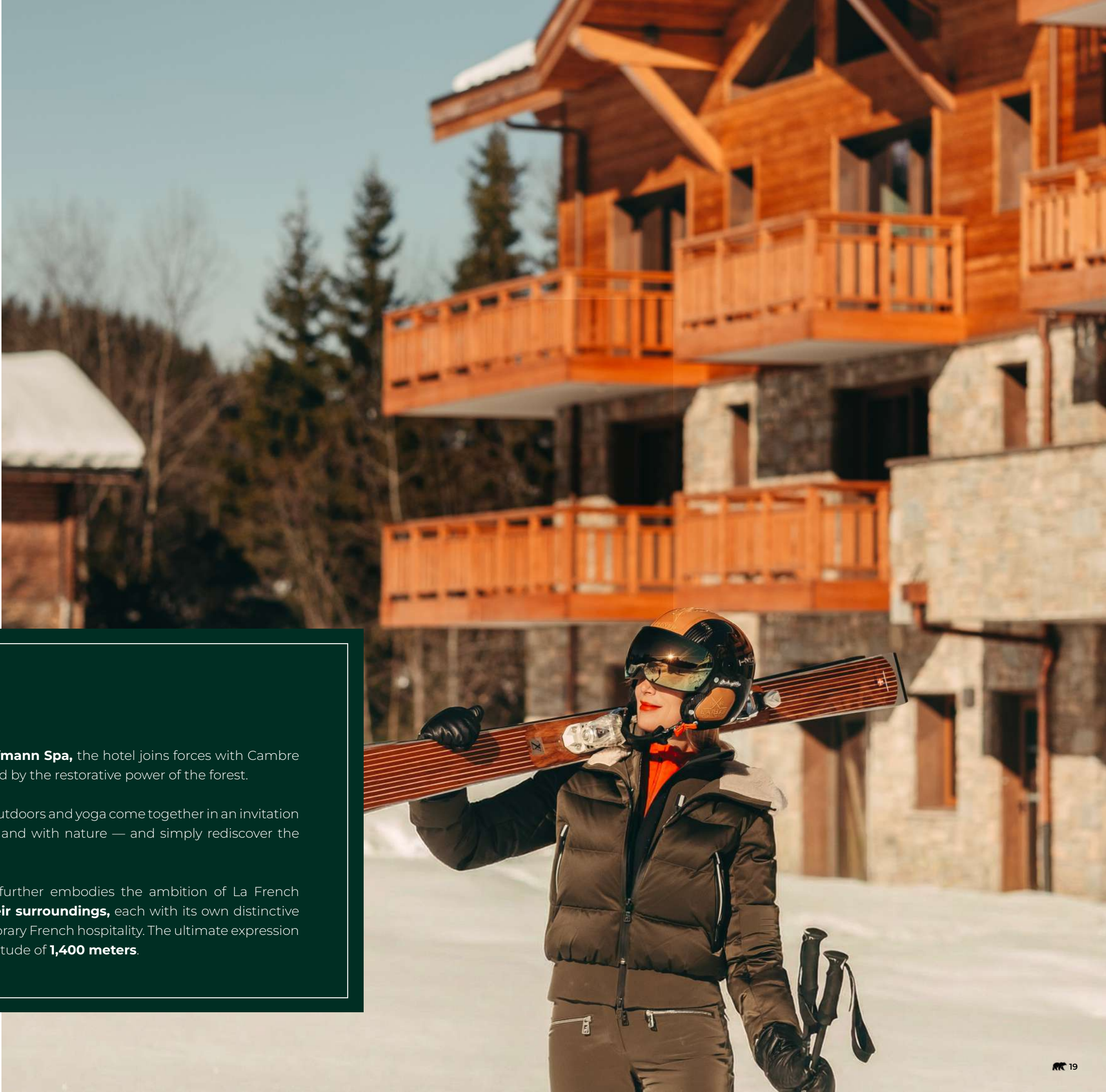
To connect guests with local cultures, the hotel invites them **to meet the finest artisans and representatives of the Alpine terroir:** brewers, cheesemakers, farmers, winemakers and more. They will come to the hotel for tastings and personal encounters, embodying the spirit of sharing and passing on knowledge that lies at the heart of La French Collection.

THE RETREATS

Guided by the holistic philosophy of **Susanne Kaufmann Spa**, the hotel joins forces with Cambre Studio to create immersive wellness retreats inspired by the restorative power of the forest.

Sylvotherapy, meditation, sound baths in the great outdoors and yoga come together in an invitation to slow down, reconnect with oneself, with others and with nature — and simply rediscover the luxury of time.

Following Les Cimes Bleues in La Baule, Bârma further embodies the ambition of La French Collection: **to create houses deeply rooted in their surroundings**, each with its own distinctive identity, yet all united by a shared vision of contemporary French hospitality. The ultimate expression of the French Paradox — experienced here at an altitude of **1,400 meters**.





ABOUT LA FRENCH COLLECTION

La French Collection, launched in 2025, is the hotel brand of Groupe Giboire, dedicated to the development and operation of four- and five-star hotels in France's most iconic destinations. It embodies a contemporary vision of hospitality, bringing together strong local identity, exceptional services and elegant spaces designed for living. Built around authentic, immersive experiences, La French Collection creates distinctive destinations that are deeply connected to their surroundings, where architecture, design, gastronomy and conviviality come together to create truly memorable places.

ABOUT GROUPE GIBOIRE

Founded in 1923, Groupe Giboire develops, acquires, sells, leases and manages residential, commercial and hotel properties. Historically established in Brittany and the Loire Valley, the Group is one of the leading independent real estate companies in Western France. Since 2017, it has also been present in the Île-de-France region, and since 2022 has expanded its property development and master-planning activities into Nouvelle-Aquitaine, Auvergne-Rhône-Alpes and the Mediterranean coast.

A family-owned business now in its fourth generation, Groupe Giboire employs more than 220 people. The Group is chaired by Michel Giboire, while his son, François Giboire, serves as Co-Chief Executive Officer alongside Olivier Biancarelli.

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