

# GSTAAD GLAM



ASSOULINE

# INTRODUCTION

**G**od once descended upon Earth and met with some soon-to-be Swiss farmers. He asked them what they desired, and without any hesitation, they replied, “Mountains and grass and cows, dear Lord, if possible, so we can produce milk, chocolate and cheese.” So He granted their request and wished them the best of luck. Just as He was leaving, He asked, “The mountains will have snow and therefore you would develop ski resorts, correct?” They answered, “Yes, Almighty Father, we will build quite a few ski resorts, some of them large and some of them small.” God answered, “I like the sound of a small ski resort, for it would be quaint and complement the traditional look of your soon-to-be Swiss-farm-life chalets. I like the idea of a village ski resort very much. In fact, ‘Gstaadore’ the sound of that.” A witty response—a play on the French phrase *j’adore*, “I love.”

The Saanen region in Switzerland was originally part of the county of Gruyère, which belonged to the house of Savoy. The area’s core developed at the divide between the cantons of Valais and Vaud. The inhabitants traversed the alpine pass in the fourteenth century, carried by ox-drawn wagons, to arrive in

Graff diamonds are the accessory of choice on the slopes of Gstaad.



GSTAAD 15

FANGLIFT

Achtung Attention  
Attenzione  
S- und Pistendienst  
wacht nur die  
n und offenen Pisten  
S et le service de  
surveille seulement  
marquées et ouverte  
S e il servizio piste  
ano solo le piste  
e e ap











Grüsse aus Gstaad

“Planning to stay a month,  
I stayed a year—one of the best  
in my life.”

Alistair Horne, *journalist*









