



W VERBIER has chosen a new resident DJette over a #DJetteSEARCH party in rooftop°42 Geneva.

Jess Ho from Barcelona and Samatha Flores from Monaco will heat Verbier in the first alpine resort by W Hotels this winter

On the 15th of September, famous Swiss bloggers and local influencers were able to witness igniting performances of three what's new/next semi-finalists of the contest organized by W Verbier and DreamsWorld agency in search for the new resident DJette. After a long debate between juries, consisting of iconic representatives of Swiss music scene and first faces of W Verbier, one DJette was very exclusively chosen to perform in W Off Piste and W Living Room, iconic venues of the hotel.



Launched mid-summer, [#DJetteSEARCH](#) competition revealed over twenty applicants from all over the world, representing countries such as France, Switzerland, Russia, Spain, Monaco, Israeli, Indonesia and Arab Emirates. Three semi-finalists were exclusively invited to perform live in rooftop°42 in front of team of juris, consisting of representatives of biggest Swiss music festivals Paradise Boat(Yannick Lavanchy) and Polaris (Jeremy Oberson), as well as performing

DJs, producers and talent bookers Giuseppe Mazza, Leah MontBlanc and Deba Montana, rooftop°42 and DreamsWorld agency founder Sebastien Barras and W Verbier's General Manager Pierre-Henri Bovsovers, HR director Virginie Latapie and Resident DJ Adam Nova.

The event turned out to be a blast, letting guest fuse into the unique style of every DJette over 30 minute-long sets. While Samatha Flores seduced the public by her groovy, dancey beats, Jessica Ho delighted the audience with supreme energy and captivating style. Last but not the least, Russian beauty Vlada SK, having already performed in W St. Petersburg, introduced a sublime set filled with rare musical gems. The choice was so hard that it was decided to ask the DJettes to spin again for another quarter hours, making the crowd go wild.

During the time then the juris were still making a hard choice on who was going to put Swiss Alps on fire this winter, event attendants were able to fuel up to a burning DJ set by Deba Montana while sipping Bombay Sapphire cocktails and reading COTE Magazine, the information sponsor of the evening. Before Pierre-Henri Bovsovers, General Manager of W Verbier broke the long-awaited news, he also announced the winners of the lottery, getting presents from both rooftop°42 and W Verbier.

The final decision of the jury committee came as a big surprise for guests, permitting Samatha Flores, play supreme beats this winter season in W Verbier and lighting up the hottest Switzerland skiing destination.

About rooftop°42

Like every other big cities, Geneva has now its own rooftop. Rooftop°42 is a restaurant & bar lounge located at the 8th floor of a building on the prestigious Rue du Rhone street.

This contemporary & refined place relies on a mix between trendy New York bars and luxurious Parisian brasseries, with a magical view of the bay. Like a chameleon, the place changes its atmosphere throughout the day to seduce a varied clientele.

The Chef offers a seasonal menu with Mediterranean & new flavors. He also creates daily specials & a special for business lunches. As for diner, he surprises the foodies with revisited dishes accompanied by local wine and "grands crus".

Various artistic performances are offered during diner and evening. From Wednesday to Saturday, from 10pm to 2am, Djs from all around the world will offer an exhilarating clubbing atmosphere where you can discover their cocktail creations.

The project was conceived and directed by Sebastien Barras, also founder of the Dreams World agency.

About W Verbier

The first alpine escape of W Hotels Worldwide, W Verbier is also the first hotel of the international hotel chain in Switzerland. Perched at 1531 meters, only steps away from the main gondola offering

immediate access to over 400 kilometers of ski, biking and hiking terrain, the hotel features 123 stylish guest rooms and suites with private balconies, fire places and W branded Residences.

Open year-round, W Verbier proposes to discover 6 bars and restaurants. Enjoy a light bite in W CAFÉ and get into the outside action at W OFF PISTE for après-ski with Resident DJs on the decks. Sip inventive cocktails in the W LIVING ROOM and take in unforgettable views from the CIGAR LOUNGE. Discover Sergi Arola's culinary delights and sample his signature tapas in a Spanish-styled, open-kitchen setting at EAT-HOLA Tapas Bar.

Guests are also invited to recharge and detoxify in 800 sqm. of relaxing surroundings in the signature AWAY® spa including an indoor/outdoor-heated WET pool, hammam, sauna and jacuzzi, as well as a 24/7 accessible FIT gym.

With 300 sqm. of functional event spaces, W Verbier offers everything under one roof. Whatever else guests need to amp up their stay, just ask. The renowned Whatever/Whenever service team is there to make it happen 24/7.

About COTE Magazine

COTE Magazine is the first and only home-grown monthly devoted to Switzerland's luxury world. It defines and reinvents lifestyle rules by standing out as a contemporary high-end magazine.

COTE Magazine is in tune with its times and breaks down premium, contemporary, international and street lifestyles on the topics of fashion, watchmaking, jewellery, beauty, travel, business and culture.

COTE Magazine is naturally aimed at opinion leaders, decision-makers and public figures, who have set a benchmark in society. It creates natural synergies between national and international clientele.

Not only does COTE Magazine showcase new trends but it's also a barometer and a catalyst for on-trend topics. Its editorial line is clear and confident: providing you with the tools you need to become a key modern figure in an all-encompassing universe, and doing so always with a keen focus on excellence.

Open your mind...Open COTE Magazine!

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