



W Verbier features La Prairie at Away Spa

Swiss anti-aging expert La Prairie will be available from December 2016 as the flagship brand of Away Spa, the famous spa of W Hotel's first alpine resort W Verbier.

Zurich, Switzerland, 10 November 2016.

From December 2016 onwards, the exclusive state-of-the-art skincare, unique treatments and tailor-made massage techniques from La Prairie can be experienced exclusively at the Away Spa in Verbier. This will be the first La Prairie Spa in this high-end mountain village and a valued addition to the overall offering of W Verbier. Located at the very bottom of the central slope a few steps away from the main gondola, W Verbier features 123 extra-comfortable contemporary chalet-style rooms and suites, each equipped with a private balcony and fireplace, 6 restaurants and bars proposing modern local cuisine, Signature tapas, Japanese creations, 3 stylish conference rooms and the exclusive Whatever/Whenever[®] service available 24/7.



Highly qualified La Prairie Beauty Experts will advise each guest individually with exclusive collections and unique experiences, each of which are perfected with care to adapt to every skin's specific need. La Prairie offers a unique fusion of Swiss science, art and rare ingredients. This promise of timeless beauty is reflected within the unique "The Art of Beauty" treatments by La Prairie.

The luxurious ambiance of the AWAY[®] Spa will welcome hotel guests and spa members year-round in the relaxing 800m² oasis with 9 treatment rooms, swim in/out WET pool, jacuzzi, sauna, hammam, state-of-art FIT gym and a private yoga room.

"We are very proud of the new collaboration with La Prairie. The unique, high quality skincare products and treatments from La Prairie perfectly match with our luxury ski oasis", says Pierre-Henri Bovsovers, General Manager W Verbier.

To learn more about La Prairie's range of ultra-luxurious skincare solutions and its Art of Beauty skincare expertise, visit a La Prairie point of sale near you and explore

www.laprairieswitzerland.com

www.instagram.com/laprairie

www.facebook.com/laprairie

Learn more about AWAY® Spa on: www.awayspaverbier.com/

Discover everything about W Verbier at www.wverbier.com/press-corner and check back on

www.facebook.com/wverbier and www.instagram.com/wverbier for the latest scoop.

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