



ALPE D'HUEZ

PH|Ø|ENIX
ALPE D'HUEZ



REACH
FOR
THE SKY

EDITORIAL

VALLAT has been specialising in mountain real estate since 2003. We have amassed tremendous experience in marketing and selling or reselling private chalets. This has enabled us to become genuine experts in a market often associated with second homes or rental properties. We scour the most beautiful locations in the Alps to unearth true real estate gems. Our goal is to create high-class residences here that chime perfectly with the spirit of the prestigious resorts that host them.

To accompany us on this adventure we needed to form a partnership with a high-quality developer with a pristine reputation. Even before PHOENIX, PRIAMS was the name that came to mind. Although our backgrounds are different, we share a single vision of how to stand out in a demanding business: give buyers what they wish for by offering the best locations, a unique and sustainable living environment, as well as comfort and hotel-like services that are close by and available daily. In addition to being ideally located, the developments are also distinguished by the excellence of the features and services that come with them.

Now that we are partners, our joint developments are the fruit of rich experience and a shared perception of the sustainable heritage value of the assets that we are going to design and market together. It is for this reason that PRIAMS and VALLAT have ensured that the "PHOENIX" brand has embraced the local history, immediate environment and future prospects of different sites, as well as the major aspects of the economic, tourist and ecological development of the resorts of which they form part.

At your side throughout the acquisition and construction processes, PRIAMS and VALLAT give an everyday commitment to quality and innovation, transparency and expert advice, excellence and listening, so as to ensure that your project is a pleasurable and serene experience.

Joffray VALLAT

VALLAT Founder and Managing Director



Since 1997 PRIAMS has been cultivating a taste for beautiful places, unspoilt sites, rare locations and, above all, homes that place an emphasis on high quality and respect for the environment. While retaining a firm focus on our core business as a builder and developer in Les 2 Savoies, the greater Lyon area and also Île-de-France, Provence and the Côte d'Azur, four years ago we created a PRIAMS Collection dedicated to exclusive properties in the most prestigious Alpine resorts. Courchevel, Megève, Tignes, Valmorel, Les Gets, Val d'Isère and now Alpe d'Huez. Here, we are inaugurating a new way of building in the mountains without spoiling the surrounding landscapes and the balance of the sites. We share this ethos with Vallat: two independent companies with the same strong and committed idea of a joint business.

PRIAMS is a company that goes above and beyond expectations in its professional, social and ecological environment. We grow by challenging ourselves and drawing on our experience, skill and vision as a property developer and builder.

We work daily to enhance the quality of our development and to ensure our building sites are exemplary, while unceasingly dreaming up new services for you, our clients - because progress and quality are embedded in our DNA. Thanks to these new developments, we are the builders of our real estate future - a future that is inextricably linked with the values we hold, which shape all our activities and guide our decisions. This demanding approach is at the very heart of our success and reputation. It has attracted and convinced buyers since 1997 and we fully intend to pursue it as far as possible. It leads us to support you every step of the way in your lifestyle or investment project, from generation to generation.

Antoine MACHADO

PRIAMS President



DISCOVER
A MOUNTAIN
FULL OF EMOTIONS!



Alpe d'Huez is nicknamed "Sun Island" due to the exceptional amount of sunshine it enjoys.

Tucked in the heart of the Grandes Rousses massif, Alpe d'Huez ski resort benefits from perfect exposure, enabling it to bask in unobstructed light as visitors and residents enjoy 300 days of sunshine each year. The resort was developed in 1920 on a plateau 1,860 metres above sea level, on the site of former Alpine pastureland for the village of Huez, which lies 400 metres below.

Thanks to its geographic location and its altitude - the ski area infrastructure also lies at 1,860m while the highest summit (Pic Blanc) reaches 3,300m - snow cover is guaranteed all year round and will continue to be for the next five decades. The resort works hard to manage the snow on the slopes (grooming natural snowfall and occasionally adding to it artificially when necessary) to ensure skiers can use the slopes throughout the winter season.

I N F I G U R E S

 • 250 KM SKI AREA

 • 67 SKI LIFTS

 • 111 SLOPES

 • 300 DAYS OF SUNSHINE

 • 21 LEGENDARY TURNS

 • 300 STORES

The ski area has more than 250 km of descents. Lovers of cross-country skiing are not neglected, with three hectares of runs available for them to enjoy, while non-skiers can take advantage of 35 km of trails that are marked throughout the winter.

Keen on cycling or mountain biking? You'll find the greatest challenges here!

Cyclists can try the legendary 21 turns that make up the celebrated section of the Tour de France. There are 21 signs to track your progress on a 14 km-long ride with a difference in height of 1,120m.

If you prefer mountain biking, treat yourself to a go on the world's longest descent: 30 km non-stop along the Megavalanche slope (starting on the snowy glacier and finishing in a green valley) and 260 km of trails and routes across eight communes. Thirty-two marked trails of which 13 cross-country (144 km), 12 endurance routes (98 km) and 11 DH (26 km). Don't miss the new Bike Park: a green trail starting at 2,100 m, heading towards Club Med and finishing in Les Bergers; a flow trail on Rif Nel; a fun trail starting at 1,800 m; and the free descent suitable for all levels. Not to mention four Bike Parks, a North Shore zone, a Four Cross and three Pump Tracks. With nine gondola lifts to help you do 10,000 m of descents in a day, you're in the biggest mountain-biking site in France.

Climb right to the top of the 3,300 m Pic Blanc and on a good day you'll be treated to a view of nearly a fifth of France's total land area! Highlights include Les Ecrins National Park, the summits of Le Rateau, La Meije, Les Aiguilles d'Arve, the Belle-donne mountain range and the Mont Blanc. To help you enjoy these magnificent landscapes in summer, there are 250 km of

marked hiking trails, including many suitable for family strolls. Whatever the weather, there is plenty to do at Alpe d'Huez. The sports arena includes indoor and outdoor swimming pools and facilities for tennis, badminton, basketball, archery, fitness, jorkyball and more. The altiport offers a base for air activities, while classical music concerts are held in Notre-Dame des Neiges church.

Alpe d'Huez is also known for hosting several major events, including the International Comedy Festival, one of the stages of the Andros Trophy ice car racing championship and, of course, a legendary section of the Tour de France. Not to mention the Ice Cave, which is sculpted every year at 2,700 metres above sea level!

And, of course, the fun continues after outdoor activities. Whether you are a holiday-maker or a night-life lover, you're sure to relish the vibrant social scene. The resort is full of exciting options whether in summer or winter and offers plenty of ways for you to prolong your enjoyment, with a comprehensive range of shops, restaurants, brasseries, bars and nightclubs, many of them dotted along the famous Avenue des Jeux and enlivening the heart of Alpe d'Huez.

Last but not least, there's also Tomorrowland Winter, the electromusic festival that for 24 hours gets both the resort and the 1880 mountains at 3,300m above sea level humming to the beat. This is an exceptional event during which the whole of Alpe d'Huez, which has signed a five-year partnership with the festival, is privatised and welcomes revellers from 113 different nationalities.

CHOOSE A WONDERFUL
SKI-IN, SKI-OUT LOCATION
AMID INCREDIBLE
NATURAL
SURROUNDINGS





T H E L O C A T I O N

The Quartier des Bergers features several hotels, prestigious residences and a Club Med, renowned for its careful choice of locations around the world.

And PHOENIX is located here. From your future home you will be able to ski right over to the ski area thanks to a convenient slope to the ski lifts clustered around Les Marmottes 1 chair lift. A green slope called "Loup Blanc" (White Wolf) leads you back to the entrance of your building before you even have to think of removing your ski boots!

You will also enjoy the benefit of an exceptional real estate development in an ideal location with exposure on three sides, unobstructed views of the ski area and a majestic panorama encompassing the Massif des Ecrins and the Alpe d'Huez resort. Do your dreams include owning an exquisite second home that is perfect for holidays? Or would you like to invest in a profitable rental property that will be easy to let? Then this is the right place for you!



A DIAMOND PERCHED ON THE MOUNTAIN





EXTERNAL ARCHITECTURE

Designed to blend beautifully with the natural splendour of the mountains, PHOENIX shines like an uncut diamond set in a rocky edifice, with the faceted corners of its three wings opening from east to west onto a glorious natural panorama.

The manner in which the residence lies perpendicular to the slope creates gaps between each wing, offering a view of the Alpe d'Huez resort, the Massif des Ecrins and the snowy slopes so loved by skiers.

Colours have been selected to generate simple yet artful harmony that showcases the structural differences in the building. Above a base made from local stone, the fronts are adorned with

asymmetrical grey and white textures that combine to create an alluring ensemble. The mix of colours and materials lends a stylish feel to the window and bay window frames, while light wood adds a warm and authentic dimension.

Our architect has chosen tasteful cladding for the back of the loggias and designed a "second skin" to protect the terraces from the trellised walls that run along the roofs and frames. Both vertical and horizontal lines have a light effect and blend in original and non-uniform ways, creating an allure that, along with grey gable roofs, gives PHOENIX an outline that subtly marries authenticity and modernity.

A unique entrance hall offers a foretaste of the sophistication and stylish interior decor of this exclusive development. Its generous proportions ensure maximum comfort and easy access from the moment you enter the building, enhanced by a dual aspect gallery offering panoramic views and unparalleled light.









EMBRACE
THE UNIQUE
EXPERIENCE OF
EXCEPTIONAL
AMENITIES









EXCEPTIONAL AMENITIES

Specifically tailored to ensure a perfect match with the interior decor and layout of your future home, the range of textures, material and colours chosen pays tribute to the original, authentic and inimitable spirit of time-honoured chalets.

PRIAMS and VALLAT enjoy a glowing reputation as specialists in high-quality, character-filled real estate. Each apartment in this collection has been designed to be a cocoon for easy living, with a very sophisticated range of features and benefits to ensure your day-to-day well-being. Discover exclusive interior design that gives pride of place to authenticity, elegance and the art of living. Each detail in PHOENIX has been designed for you with extreme care, ensuring that every room in your

apartment radiates harmony and a serene spirit. From floor to ceiling, thanks to PHOENIX, be it the joinery, lighting, materials or other features, everything forms a tasteful part of the overall design and indicates the quality of life you are sure to enjoy at Alpe d'Huez.

Your apartment comes with a fully equipped kitchen. Nothing is left to chance and everything is designed to offer the privilege of savouring a unique, supremely harmonious living environment, in all seasons.

Close your eyes. Imagine standing at your bay windows or on your balcony opposite the slopes, watching the sun rise before heading out for another day of relaxation and happiness in the open air, no matter the season. Relish a warm, generously proportioned living room ideal for having fun with family or friends. Savour the peacefulness of the bedrooms, perfectly isolated so that everyone can relax in total privacy, in their own way and time.



- Large dimension exterior wood joinery
- Security doors on landing
- Wooden doors inside the apartment
- Wooden sliding cabinet doors and interior facilities
- Electrical equipment with choice of colours
- Underfloor heating
- Fully equipped kitchen
- BAUWERK floating parquet flooring in bedrooms, living room and on landing
- MARAZZI porcelain stoneware tiles, 30x60 cm or 60x60 cm depending on ranges and sales plan
- MARAZZI, 30x60 cm, porcelain stoneware wall cladding
- Extra-flat and anti-slip shower tray with choice of colours
- Vanity unit with choice of colours
- Electric towel rail with choice of colours
- Terrace with wooden floor
- Spacious garages
- Ski rooms
- Communal wellness area (gym / sauna / hammam / swimming pool / massage rooms)



THE WELLNESS AREA

Discover relaxation

The Phoenix Spa is an ode to freedom, letting go and restoring inner balance, located in a discreet and refined oasis where everything has been designed to captivate the senses. The indoor swimming pool is one of its most precious features, with loungers and armchairs dotted around for relaxing between treatments. Not to mention the hammam and sauna adding to the therapeutic and pleasurable benefits to be enjoyed after returning from a day enjoying the great outdoors.

Entrust yourself to the hands of expert therapists in a private room as they soothe and release on your quest for well-being.

Stay in shape

Whatever the season, before or after work, a hike, or an intense day on the ski slopes, our gym offers the means for you to stay in shape and continue your sports programme during your stay.

Thanks to our training equipment, running machines, elliptical trainers, etc., Phoenix offers you both the choice and the best in sports equipment in a zen-like environment adapted to your needs.

Enjoy the best support for your sports needs in an optimal and bespoke manner all year round.





WHERE IS YOUR HOME IS YOUR CASTLE

PRIAMS and VALLAT have arranged a top-quality concierge service so that you can enjoy your break unhindered by any logistical concerns.

The service combines perfect knowledge of Alpe d'Huez's facilities and exceptional 24/7 support so that you can be perfectly at ease indoors and out.

Whether it is organising your transfers, hiring private chefs, booking restaurants or nightclubs or planning special events, we can handle all your requests in real time with the utmost care. Depending on your needs, we can also look after day to-day arrangements such as firewood deliveries, vehicle maintenance, managing indoor temperature throughout the seasons and much more, thus enabling you to preserve the value of your property investment even when you are away.



A LA CARTE SERVICES

- Concierge
- Organising personalised events
- Activities (paragliding, hot-air balloon)
- Babysitting
- Hairdressing and beauty treatments
- Ski equipment hire, ski passes, ski instructors and mountain guides
- Housekeeping, ironing and laundry
- Chef service for breakfast, lunch and dinners
- Airport transfers by taxi or helicopter
- Chauffeur-driven car (rate available on request)
- Yoga, sports coach, massages, body care treatments



EXPLORE ALL THE BENEFITS OF PHOENIX ALPE D'HUEZ

- Owning an apartment in a prestigious real estate development on the slopes, an ideal place from which to enjoy one of the loveliest Alpine resorts with your friends or family
- Enjoying the benefits of owning a high-end apartment with exclusive, refined interior features so that you can transform your holiday home into a cocoon of comfort and fun
- SPA facilities worthy of a top hotel
- Contemporary architecture combining noble materials with timeless elegance.
- Direct access from the residence to many leisure facilities, including 250 km of ski slopes
- A secure environment perfectly suited to families and with a feeling of peace and fulfilment
- A coveted location in the heart of Alpe d'Huez, just a few minutes from the village yet in a supremely tranquil environment
- The residence has the added appeal of proximity to roads and transport amenities (including an altiport just a few minutes away)
- A property investment that will grow in value, an ideal place to live in or rent out, enhanced by the unique image and advantages of Alpe d'Huez

