



VERBIER

Why we love it Great skiing over a vast area. And in spite of the influx of HNWIs, the village has managed to stay un-glitzy – it's still more about heli-skiing than Hermès.

Why now? For the staggering new chalets like Haute Montagne's Alpine Estate, which sleeps 20, and Ski Verbier Exclusive's 9,700-square-foot Chalet Chouqui, decked out by the British interior designer Gytha Nuttall. Who goes? Lots of Sloanes, plus Geneva

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Hate skiing? Take a helicopter ride for killer views and a picnic up a mountain.

Best mountain lunch Le Mouton Noir is the place to dance in the daytime.

Best après For a first drink, Fer à Cheval, straight off the slopes; after dark, it can only be the notorious Farm Club, a 45-year-old institution that is still liable to shock.

BOOK IT Haute Montagne (hautemontagne.com) offers seven nights at the Alpine Estate from £93,000 for up to 20 guests (including staff but excluding food and drink).