BRATSCHI ADVISES AMINONA ON ITS AGREEMENT WITH LEFAY

Posted on 17 October 2022



Category: <u>Deal & transactions</u>

Tags: ALRV, Aminona, Bratschi, Gianni & Origoni, Ion Eglin, Lefay, Massimiliano Macaione, Slider



Eco-spa resort operator **Lefay Resorts & Residences** has been appointed by developer **Aminona Luxury Resort and Village** (ALRV) to manage its new luxury spa resort located in Crans-Montana. Both companies have signed a long-term hotel management agreement (and ancillary contracts) for the management of the future Swiss luxury SPA Resort. ALRV is in charge of the full development process, from planning, permitting and construction to the sales and marketing. The Aminona Village Masterplan involves the creation of a new mountain destination with hotels, shops, restaurants, bars and activities and a variety of recreational and supporting facilities.

For Lefay, this transaction marks the brand's expansion abroad as well as the Group's first project under "management contract", i.e. the management of facilities owned by third-party investors on a fee basis for the design, construction and actual management phases. With the opening of this new resort, Lefay pursues its growth strategy and further strengthens its position as the benchmark Italian brand for luxury wellness holidays.

<u>Bratschi</u> has advised ALRV with a team led by partner **Ion Eglin**. From the other side, **Gianni & Origoni** assisted Lefay with a team led by partner **Massimiliano Macaione**.