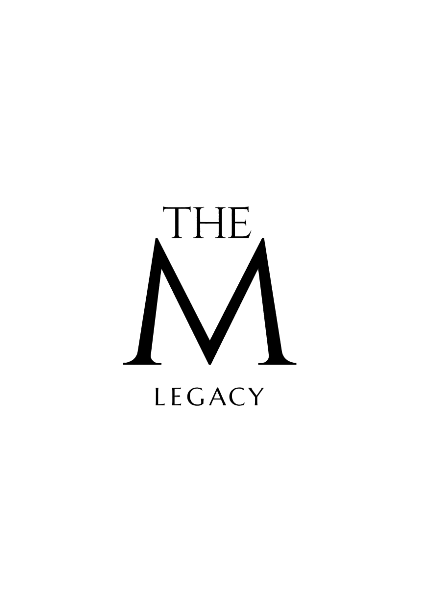
****

**The M Legacy: Experiencing the Mountain in Breuil-Cervinia**

**The M Legacy** is an Italian luxury hospitality brand, born from the entrepreneurial vision of founders **Davide Odisio** and **Fabrizio Pacini.**

It represents a new concept of mountain living: immersive and personalized hospitality that redefines the alpine stay through a balance of **experience, Italian spirit, and innovation.**

A collection of hotels and luxury chalets located in the prestigious resort of **Breuil-Cervinia**, at 2,050 meters above sea level, at the foot of the majestic **Matterhorn.**

Today, the Group includes the **Hotel Principe delle Nevi** and **Hotel** **Europa**, both owned and directly managed, as well as a selection of chalets: **Chalet Breithorn, Chalet Cime Bianche, Chalet Il Gufo, Chalet Snøstorm,** and **Chalet La Fenice**, all managed with the same care and vision that define the brand.

Each property enjoys a privileged and strategic position, with direct access to the ski slopes and just steps away from the vibrant heart of Breuil-Cervinia, one of Europe’s highest and most sought-after ski destinations. The area is rapidly expanding, featuring 360 km of slopes and 53 ski lifts, directly connected to Zermatt (Switzerland) and close to the Monterosa ski area. It offers a wide range of sports and wellness activities in both winter and summer, making it one of the longest ski seasons in Europe (October–May), with hiking trails, mountain biking routes, and scenic mountain and lake landscapes.

Essential yet refined, intimate yet ambitious, every property within The M Legacy invites guests to slow down, listen to the silence, and breathe deeply. Every stay becomes a story to tell.

In the name The M Legacy, **the “M” letter** carries symbolic meaning: “M” stands for *Mountain*, the true protagonist of the experience; “M” also means *Management*, representing the Group’s solid know-how and strategic vision; and “M” for *Made in Italy*, rooted in three generations of hospitality experience that blend tradition, design, and service in a clearly defined identity.

A group of distinct properties sharing one unique imprint, their *Legacy*, born from a natural passion and heritage in the art of legendary signature experiences. “**The M”** encapsulates the exclusivity of memorable moments to be lived and shared. The Group’s consolidated portfolio is the result of significant investments in real estate strategies and brand development, based on an extended business model that combines prestigious hotels and chalets with five-star services.

“*At the core lies an approach that combines hotel management, real estate ownership, and destination enhancement*”, says co-founder **Davide Odisio**. “*This is supported by essential pillars: people development and training, the use of digital and analytical solutions to promote the destination, the creation of architecture that respects the local context, strategic partnerships both local and global, and attentive, personalized management of every property*”.

“*The M Legacy is a synergistic ecosystem that allows us to offer an authentic, distinctive experience perfectly integrated into the territory. Cervinia is a strategic destination offering year-round mountain experiences, winter and summer alike, and we aim to help make it a place to be enjoyed in every season*” adds co-founder **Fabrizio Pacini**.

**THE M LEGACY PROPERTIES**

***HOTEL PRINCIPE DELLE NEVI***

**Hotel Principe delle Nevi** represents a tailor-made luxury amid the snow of Cervinia, where warmth meets contemporary design. With 44 rooms and suites, including Spa Suites and private chalets, this property offers an exclusive experience directly on the ski slopes with breathtaking views of the Matterhorn and a strong connection to nature.

It features an extensive wellness area: spa, pool, personalized massage cabins, sauna, Turkish bath, yoga room, and gym. Dining options include a gourmet restaurant, an après-ski burger bar, and a scenic panoramic wine cellar.

***HOTEL EUROPA***

Overlooking the majestic Matterhorn and Grandes Murailles, **Hotel Europa** is a 4-star property that combines modern comfort, strategic location, and authentic alpine spirit.

Located just steps from the Cretaz chairlift, it provides direct access to the slopes, immersing guests in the thrill and beauty of the Aosta Valley’s descents.

It offers 69 rooms, including spacious and bright suites and apartments, in a warm and refined atmosphere designed for relaxation, functionality, and total privacy.

Amenities include a gourmet restaurant, modern wellness area with sauna, Turkish bath, and gym, lounge bar, meeting room, indoor and outdoor parking, ski pass service, and in-house equipment rental.

***CHALET BREITHORN***

Discreet luxury, panoramic views, and exclusive comfort, Chalet Breithorn is a luxury retreat in the heart of Cervinia, designed for those seeking intimacy and excellence. With 6 exclusive suites hosting up to 14 guests, the chalet blends contemporary design, natural materials, and curated services for a bespoke experience.

Interiors include elegant living areas with fireplace, a private cinema room, and a spa with indoor pool, sauna, and Turkish bath. The experience is enhanced by dedicated staff, private chef, and tailor-made activities such as heliskiing and wine tastings.

***CHALET CIME BIANCHE***

Dating back to 1791, beautifully restored to combine alpine charm with modern comfort. A true gem in the heart of Cervinia, **Chalet Cime Bianche** is a chalet with an authentic spirit, combining the timeless charm of alpine architecture with refined design. It hosts 12 to 20 guests and includes five apartments, a garage, games room, and cinema room. The entire chalet can be rented exclusively or by apartment.

A 200 m² panoramic terrace offers spectacular Matterhorn views, while ski-in/ski-out access ensures independence and convenience. Additional details include ski room with boot warmers, courtesy car with driver, B&B formula, and a wide range of outdoor experiences.

***CHALET IL GUFO***

**Chalet Il Gufo** is an exclusive chalet nestled in the quiet of the woods, just a few steps from Cervinia. Absolute privacy and bespoke comfort offer a truly high-level experience. With 6 exclusive suites accommodating up to 14 guests, the chalet combines the warm, authentic atmosphere of alpine architecture with contemporary style, in a harmonious balance of natural materials, sophisticated design, and meticulously crafted details. Every space is designed to ensure maximum well-being and functionality. Amenities include a private spa with pool, Turkish bath, and outdoor jacuzzi, a fully equipped gym, a games room with cinema and billiards, as well as a ski room and direct access to the slopes.

***CHALET LA FENICE***

A masterpiece of architecture and craftsmanship at the foot of the Matterhorn, **Chalet La Fenice** is one of the most exclusive private residences in the entire Alpine region. A unique retreat where luxury, design, and nature blend harmoniously to offer an unparalleled living experience.

Spread over six levels and covering a total area of 1,200 square meters, the chalet features seven refined suites, designed to ensure maximum privacy and absolute comfort. The elegant, light-filled interiors embody the essence of high-altitude living, where natural wood harmonizes with light, fine materials, and details crafted with artisanal mastery. The experience is completed by a wide range of wellness and entertainment spaces: a private spa with pool, sauna, hammam, massage room, and gym; a dining room with wine cellar, professional kitchen with private chef, private cinema, games room, and drawing room for moments of relaxation, as well as a ski room and bike room.

***CHALET SNØSTORM***

Elegant, minimalist, and surrounded by breathtaking scenery, **Chalet Snøstorm** offers a new interpretation of mountain living. Located next to the Valtournenche ski slopes, it boasts panoramic views that stretch across the entire valley. With five elegant rooms and suites accommodating up to 12 guests, the chalet welcomes visitors into a warm and intimate atmosphere, where natural materials, Nordic-inspired design, and photographic artworks on the walls create a refined yet understated aesthetic. Spacious interiors, a living area with fireplace and large panoramic windows, a Turkish bath with whirlpool tub, Snøstorm embodies the alpine essence, offering exclusive comfort for moments of pure relaxation.

The M Legacy stands out for its distinctive approach to hospitality, where every detail is designed to leave a lasting impression in the hearts of guests. With its gaze firmly set on the future, The M Legacy today establishes itself as a benchmark in alpine hospitality, with a ***clear identity: the elegance of living meets the emotion of the mountain.***

**The M Legacy**

Frazione Breuil Cervinia, snc

Aosta | Italia

[www.themlegacy.com](http://www.themlegacy.com)

IG: [@themlegacy](https://www.instagram.com/themlegacy/)

For press inquiries and information:

**OGS PR and Communication**

Via Koristka 3, Milano

+39 02 3450610

[www.ogscommunication.com](https://www.ogscommunication.com/) – [press.ogscommunication.com](https://press.ogscommunication.com/)

[info@ogscommunication.com](http://info@ogscommunication.com)