

FAHRENHEIT SEVEN

PRESS KIT
2021-2022



NEW THIS SEASON

°F7 Courchevel's Summer Opening

°Fahrenheit Seven Courchevel embraces the development of summer mountain tourism. Starting from 2021, the hotel will be open every summer seasons (July & August). [See page 14](#)

Rebirth for Roc Seven Les Menuires

After being closed for 17 months, our altitude restaurant in Les Menuires reopened its doors in July 2021.

Greater Booking Flexibility

For the upcoming winter season, °Fahrenheit Seven Val Thorens and °Fahrenheit Seven Courchevel propose a special 15% discount rate, in addition to a cancellation insurance directly included in the room rate. [More infos on our website](#)

Diners in an Altitude Chalet!

As soon as the ski area will reopen, the Roc Seven Les Menuires will propose private dinners party at the top of the mountains. Roundtrip transfers by private caterpillar vehicle will be included in the menu's price. [See page 13](#)

Click here or scan the QR-Code to discover our Covid-19 commitments



THE °F7 GROUP

The company Evidents is an independant hotel group, based in Albertville (Savoy), administring 2 hotels marketed under the brand °Fahrenheit Seven (gathering 174 rooms) and one altitude restaurant marketed under the brand Roc Seven.

2015

°Fahrenheit Seven Val Thorens

First born of the °F7 family, Fahrenheit Seven Val Thorens opened its doors during the 2015/2016 winter season. The refurbishment was finished during summer 2016, and the hotel first won World's Best New Ski Hotel Award in 2017. The hotel was later elected France's Best Ski Hotel in 2018 and in 2020.



2017

°Fahrenheit Seven Courchevel

In 2017, the Vidonis and de Unger get an opportunity in Courchevel and decide to go all in. They welcomed their first guests at °Fahrenheit Seven Courchevel during the 2016/2017 winter season, and officially finished the renovation works during summer 2017, with the creation of family suites. Just in time for receiving the World's Best New Ski Hotel Award in 2018!



2019

Roc Seven Les Menuires

The youngest kid of the family! In 2019, the Roc Seven becomes the highest Italian restaurant of the 3 Vallées. Ideally located right on the slopes, 2300 meters above sea level, the Roc Seven sets itself apart from its competitors thanks to the vintage & green interior design. Italian, friendly & festive are the three key words of this new restaurant concept!



All °Fahrenheit Seven Courchevel's headboards are custom-made creations, made of wood and leather.

THE FOUNDERS

The °Fahrenheit Seven concept was born out of a friendship between the Vidonis and de Unger families. Two couples, with children in the same classroom, and a shared vision for a different kind of hospitality at the heart of the mountains.

Véronique & Stéphane Vidoni

Working in the hotel-restaurant field since 1987, Stéphane has occupied various operational positions inside the Accor Group for 14 years, before starting a family adventure in Megeve while developing hotel projects for HMC group.

He then became general manager of Beaumier Group (former «Hôtel d'en Haut» group). In 2014, he created the investment funds Evidents, in order to acquire real-estate assets in the hotel industry. You know the rest!

Hotelier since 1992, Véronique also worked within the Accor Group for several years, before splitting her time between the 5 childs of the family and the family-run hotel in Megève.

Since 2015, she coordinates the implantation and refurbishment works of °F7 hotels and steers its interior design. She is also the lead manager of °Fahrenheit Seven Val Thorens.



Claudia & Glen De Unger

Claudia and Glen, who are based in London and true mountains addicts, didn't hesitate to join forces with the Vidonis. °Fahrenheit Seven brand was born from this collaboration. Glen continues to work in London as wealth manager in his real-estate investment company, and visits France as often as he can.



A patterned tiled-plateau (Mambo Unlimited Ideas) on a table of Le Zinc, °Fahrenheit Seven Val Thorens

THREE COMPLEMENTARY INSTITUTIONS



Val Thorens has always been a dream spot for sports fan and it is still one of the most dynamic ski resorts of the 3 Valleys ski area: it was the evident choice to open the first °Fahrenheit Seven hotel.

They love it the most: the group of friends or sporty families who wants to hit the slopes all day long and enjoy diner in a festive atmosphere!

109 rooms
from 247 to 495 ft²



Courchevel Moriond (1650) is the «family version» of her jetset big sister in 1850. °Fahrenheit Seven Courchevel settled in the snow front, a perfect location to enjoy the huge and sunny terrace and to easily hit the 3 Valley's slopes.

They love it the most: large families who wants to ski but also relax in a cocooning atmosphere.

65 rooms
from 258 to 538 ft²

24 apartments
from 29 to 45m²



Roc Seven is located at the top of the Roc 1 bubble (hence the name), from the Croisette des Menuires. The interior draws its influences from the surrounding nature and mountain forests, with a modern twist: the food is italian, the interior design is sharp and the atmosphere is buzzing!

They love it the most: families and groups of friends who love skiing and who came to explore every corner of the 3 Valleys ski area.

250 seats' restaurant

“

Did you know? °Fahrenheit 7 or -13.89 degrees Celsius is the temperature needed to create the perfect snowflake

Video! (1'42)
Click here or scan
the QR-Code



Tom Dixon marble lighting, used in every rooms of °Fahrenheit Seven Courchevel



THE °F7 CONCEPT

“

Common to each °F7 establishment, the °F7 state of mind is an impertinent, welcoming and offbeat spirit. From interior design to the staff's uniforms, through menus and music programming, nothing is left to chance.

01 A festive atmosphere

The festive spirit is at the center of °F7 identity. You can pick: acoustic lives at the °Fahrenheit Seven Courchevel's Zinc bar, private showcases with the °Fahrenheit Seven Val Thorens' Seven Party or DJ Set on the Roc Seven's terrace at 2300 meters.

03 An interior design signature

Imagined and designed by Véronique Vidoni, it breaks the industry traditional codes. The result: a neo-vintage look, mixing Art Deco style, retro classics and iconic designers pieces.

05 Service

°F7 is a subtle blend of 4-star service and a casual attitude. A non-conformist excellence, that enables our hosts to feel at ease and that offers high quality of service.

02 Lively places

°F7 establishments are not simply hotels where one can sleep, but lively places with bars, restaurants, relaxing spaces, terraces... which go on all day!

04 Ski-in, ski-out locations

Each °F7 establishment offers a direct access to the slopes. At Val thorens & Courchevel, both hotels even offer dedicated ski services: ski-room, indoor ski-boutique...

06 A sense of family

Behind the scenes, °F7 was built on a family philosophy. Parents of several children «tribes», the Vidonis and De Unger instill a family-based management. Over the years, our regular customers became part of this big family!

Rooms at °Fahrenheit Seven Val Thorens & °Fahrenheit Seven Courchevel all offer vintage speakers Marshall Headphones.



INTERIOR DESIGN

The Evidents company majors in real-estate assets takeover. °Fahrenheit Seven establishments were all born on existing buildings, after significant renovation works.

In 2016, after investing nearly 50% of the purchase amount, the °F7 concept arise from the refurbishment of Val Thorens' former Mercure hotel (Accor group). The story goes on with the acquisition of Courchevel Moriond's hotel residence MMV, fallen into disuse. It will become the °Fahrenheit Seven Courchevel after 2 seasons of refurbishment works. After the refurbishment of a private chalet, the Roc Seven Les Menuires restaurant also inherited of the °F7 DNA.

Coordinated by Véronique Vidoni, °F7 co-founder and interior-design enthusiast, the works included a total interior design refurbishment. °Fahrenheit Seven's art of living starts by the art of feeling good where you're staying.

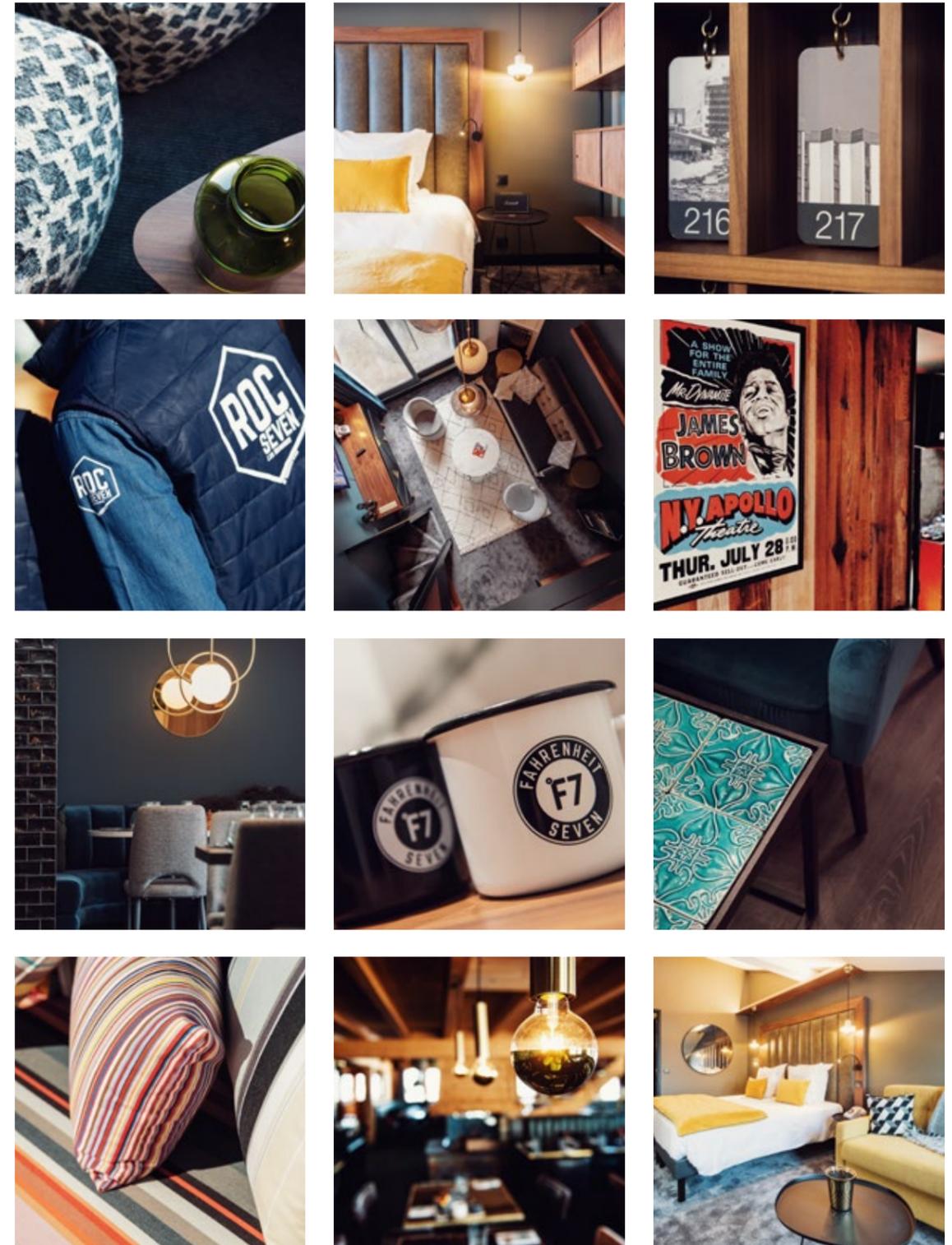
Self-taught woman, she created a genuine °F7 signature, born out of her personal inspirations. When you enter the °Fahrenheit Seven Maison, you first discover what the vintage style has best to offer. You can also feel the retro inspiration through the small details: from the dial phones to the black & white pictures on the doors and room keys, the Marshall vintage speaker, the art-deco patterns...

At second glance, the °Fahrenheit Seven style unveils its resolutely modern style. Each area has a design piece that gives the urban touch to the °F7 homes, either shopped or made-to-measure.

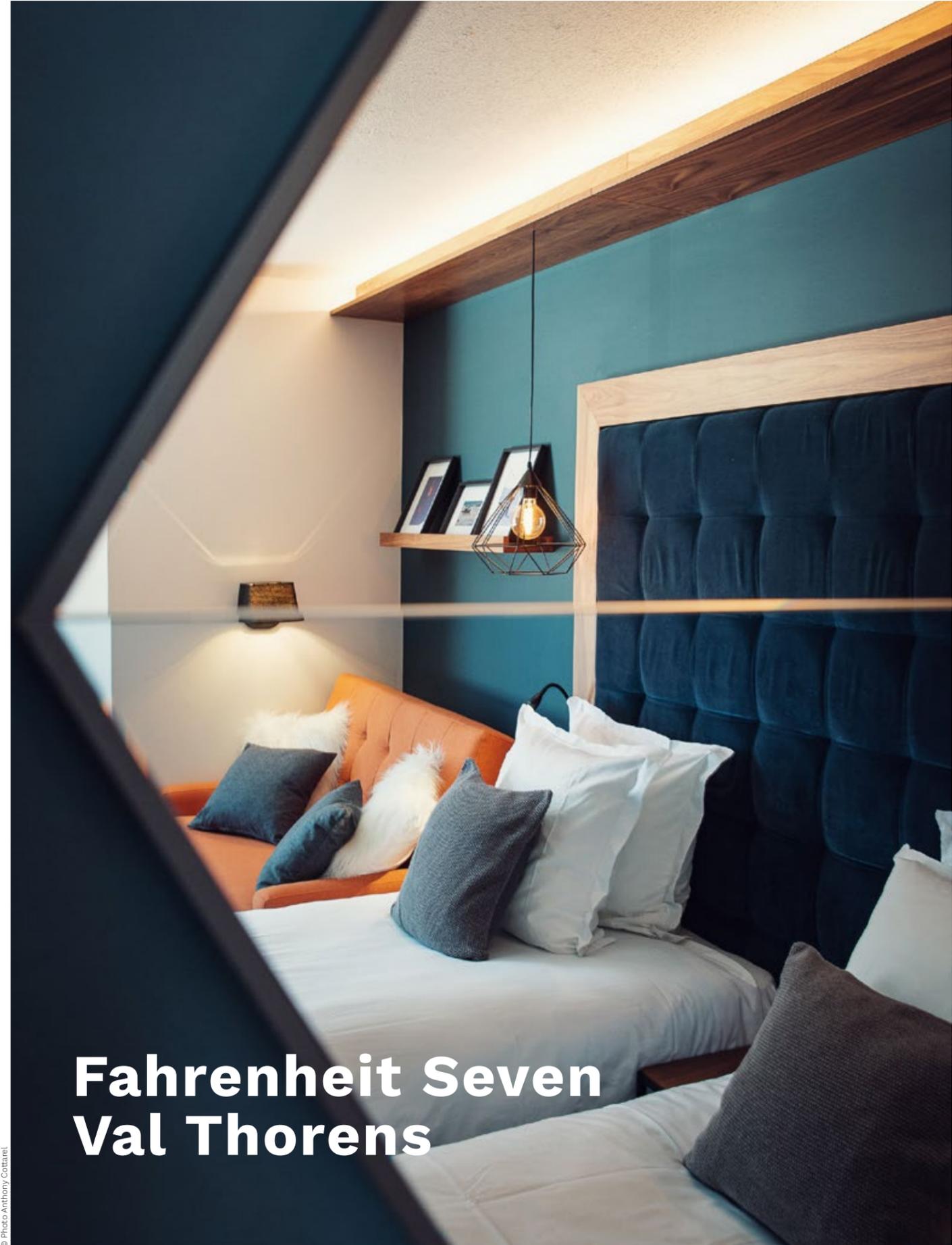
Of course, Véronique payed special attention to colors: shimmering colors are blended into dark tones, and create a contrast with the dazzling white of the slopes.

“

For °Fahrenheit Seven Val Thorens as °Fahrenheit Seven Courchevel, my main challenge was to adapt the existing areas to suit families. At Val Thorens, we have created connecting rooms and transformed the old meeting rooms into warm catering area, open on the outside. At Courchevel, we have adapted old-fashioned flats into family rooms with real rooms for children, large rooms for parents, balconies, slopes view and individual boots' dryer. Without forgetting our ski-rooms, redesigned into lively places that takes out the stress of getting ready for ski!



From left to right, top to bottom:
 Details from °F7 Val Thorens' Balcon @Photo A.Cottarel. Double room at °F7 Courchevel @Photo StudioFoudimages. Keys behind the reception desk at °F7 Val Thorens @Photo A.Cottarel. Team's uniforms at Roc Seven Les Menuires @Photo Y.Florentin. Living room of the Family Duplex rooms at °F7 Courchevel @Photo O.Fosburgh. Reproduction of vintage posters of the Zinc at °F7 Courchevel. Mambo Unlimited Ideas Lighting Luminaire of the Rôtisserie at °F7 Courchevel @Photo StudioFoudimages. Mugs @Photo StudioFoudimages. Details from the Zinc at °F7 Val Thorens, Mambo Unlimited Ideas patterned tiled-plateau on a table of the Zinc @Photo A.Cottarel. Cotton cushions Les Toiles du Soleil at °F7 Val Thorens @Photo A.Cottarel. Interior view of the Roc Seven Les Menuires @Photo Y.Florentin. Upstairs room of the Duplex Topfloor room at °F7 Courchevel @Photo Studio Foudimages.



Fahrenheit Seven Val Thorens

ROOMS

“
Codage Paris’ beauty & skincare
products were selected both
for the spa and the rooms

Doubles & twin rooms

106 rooms of 247 ft², offering beautiful materials and colours: large midnight blue velvet headboards gives a cosy feel, while the fur cushions, retro wardrobes brings a vintage vibe. With the sofas, it’s all about making it pop! Mustard yellow, tangerine orange, powdered pink, pastel blue...
Either with slopes or village view, each room comes with an office space, a welcome tray and Codage Paris products.

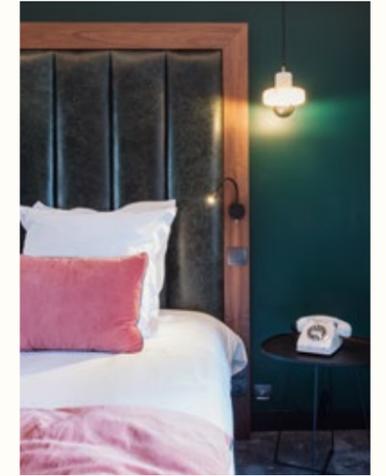
Top Floor

A unique 430 ft² room, with a balcony offering the most beautiful view of Val Thorens, overlooking the slopes. Designed for families, the Top Floor room has a parental room and a children’s room with bunk beds.

Connecting rooms

For friends and families, 14 rooms can be used as connecting rooms: a perfect set up to ensure privacy while taking advantage of every moment together.

Fahrenheit Seven Courchevel



ROOMS

“

Kids friendly! During the entire winter season, °Fahrenheit Seven Courchevel welcomes the ESF kids' club lunches

Doubles & twin rooms

The 38 rooms of 258 ft², comes in 3 different retro color palette - khaki and yellow, green and pink, blue and grey - foster the vintage look-and-feel of the hotel. All rooms include a balcony with a view (slopes or village, you choose!). Here, the velvet headboards were replaced by leather headboards for a delightful retro vibe.

Family Rooms & Family Duplex

As for the «Family rooms» (from 409 to 538 ft²), two options are available: one-floor or duplex. The one-floor includes 2 separated rooms, 1 bathroom, while the Duplex include 2 separated rooms, 2 bathrooms and a large living room. All Family Rooms have a balcony with an outstanding view on the Courchevel Moriond's snow front.

°F7 Homes

In addition to the hotel rooms, the 24 °F7 Homes are functional and fully-equipped apartments, with a kitchen and a living/dining room. From 312 to 484 ft², it can hosts from 2 to 5 persons. The little °F7 extra: our customers benefit from the hotel services, access to the spa and to all hotels areas.

RESTAURANTS & LIVING SPACES

La Rôtisserie

Located on the slopes and open to everyone, it is the main restaurant. At Val Thorens as in Courchevel, La Rôtisserie offers a choice of meats, seared fish, dishes with Asiatic flavours and a large desert buffet that can all be enjoyed from the comfort of velvet benches in a room bathed in light.

La Terrasse

Outdoor version of La Rotisserie, La Terrasse spreads over 3 229 ft², facing south, ideal for a lunch or for a drink at the end of the day.

La Cheminée

This open fire place is the perfect refuge to relax. Opened from breakfast to dinner, it lives at the pace of our guests.

The Ski-Room

Skiers just love this unique and dedicated space, that has everything to get ready to ski in the best conditions: bar, television, music, babyfoot, individual lockers with boots' driers... Even a free coffee in the morning !

Le Zinc

The ambiance bar by °F7, to enjoy festive afterski sessions with music live, cocktails and platters to share. Le Zinc is a real landmark for the °F7 costumers, the external customers and the locals.

The Relax

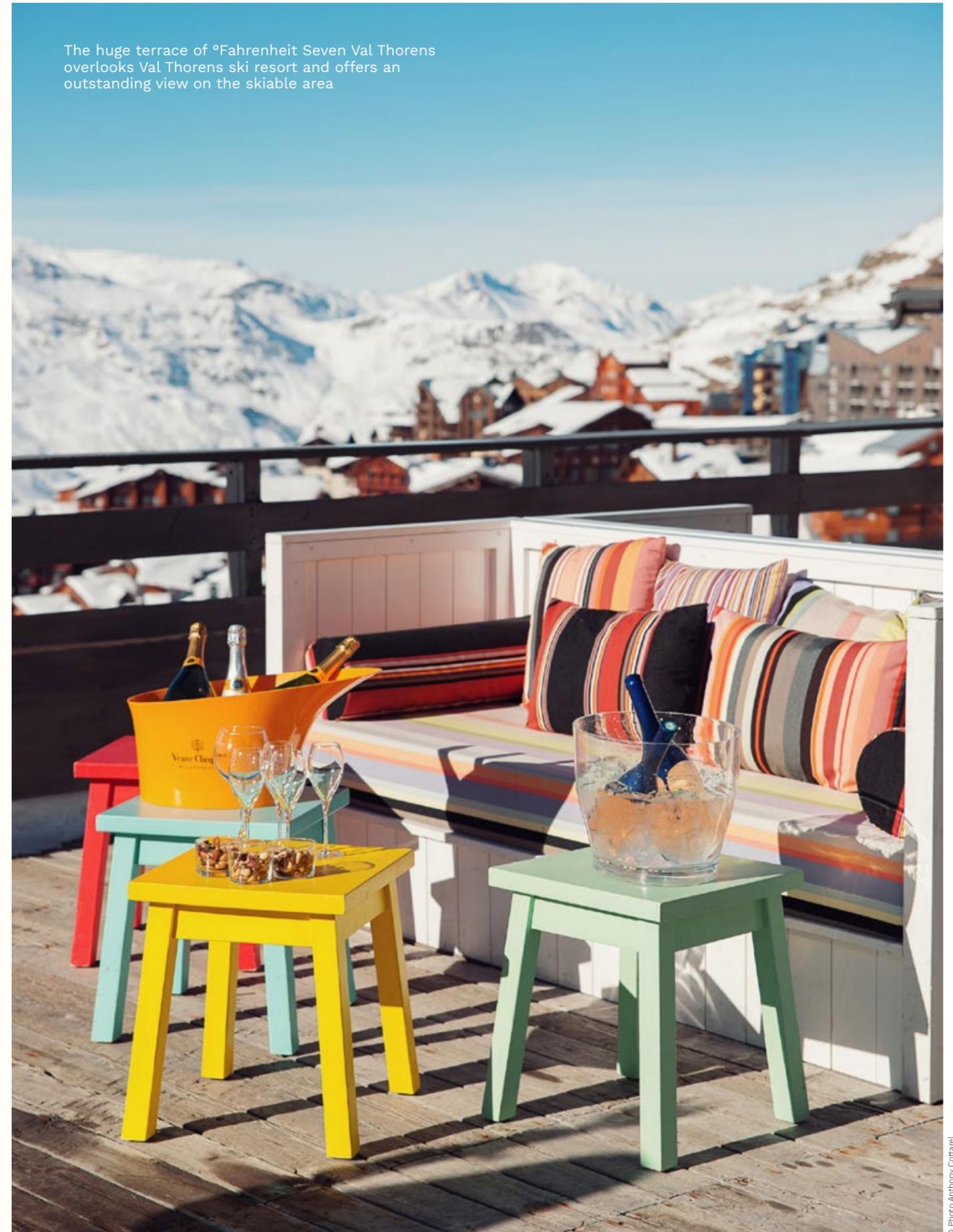
A relaxing break at the heart of the mountains! The wellness area and its large sauna and hammam is accessible all day.

Le Balcon

Only at °Fahrenheit Seven Val Thorens: a 753 ft² working & meetings area, offering an 180° view on the slopes. Family first: Le Balcon turns into a giant games room for children during school holidays periods.



La Rôtisserie of °Fahrenheit Seven Val Thorens

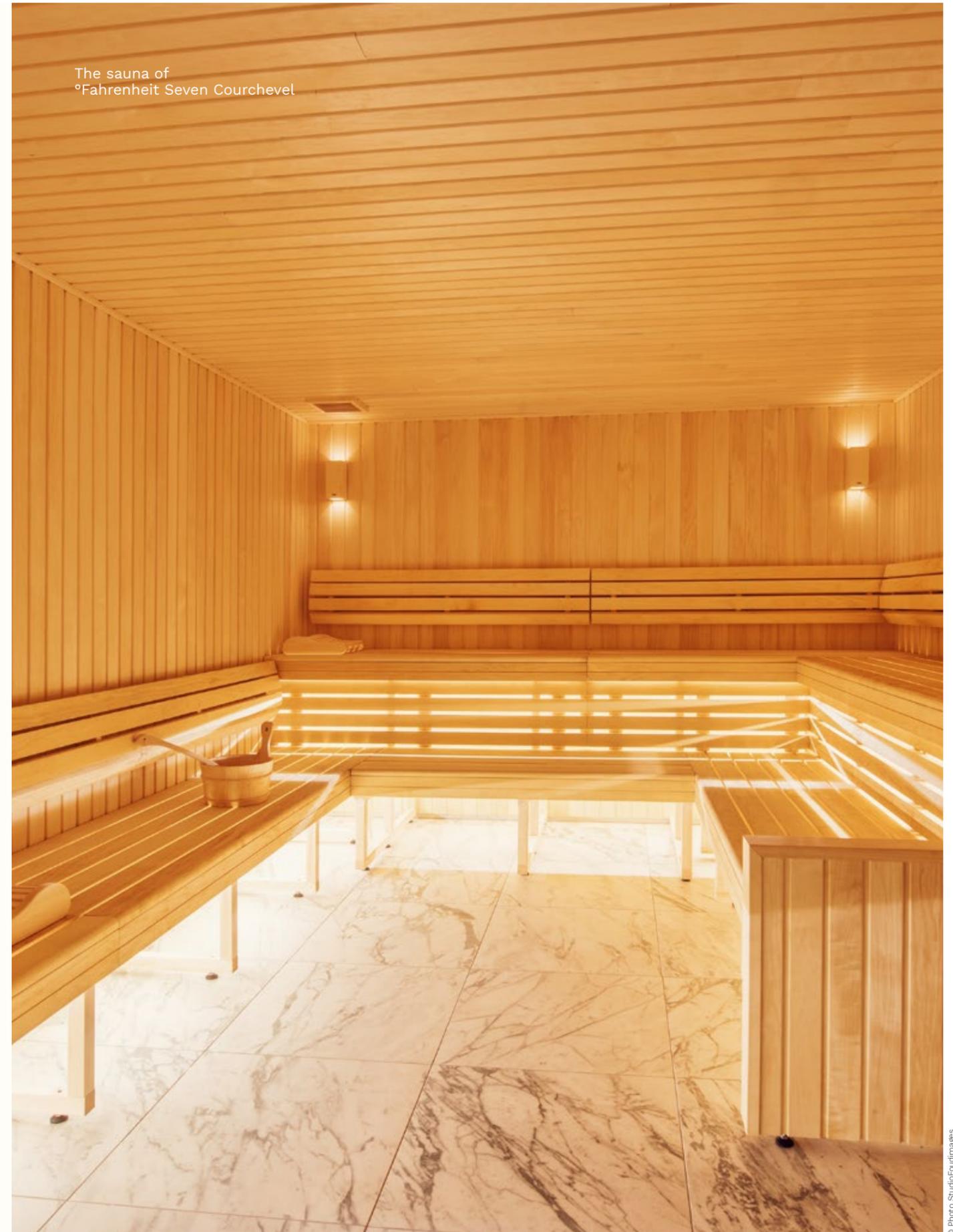


The huge terrace of °Fahrenheit Seven Val Thorens overlooks Val Thorens ski resort and offers an outstanding view on the skiable area

THE RELAX



Essential for relieving aching muscles after a cold day on the slopes, the wellness area with its large sauna, hammam and ice fountain is accessible all day. You can also enjoy tea time in your bathrobe at La Tisanerie. At °Fahrenheit Seven Courchevel, Le Relax also includes a beauty & wellness salon with our Codage Paris products' selection.



The sauna of °Fahrenheit Seven Courchevel



Le Zinc

The °Fahrenheit Seven Val Thorens is the only hotel in the French Alps offering an exclusive line-up once a month in Le Zinc.

The proximity between the stage and the audience makes the show very intimate, and festive too! Since December 2017, a wide range of artist performed at Le Zinc: Joey Starr, C2C, The Avener, Synapson, Feder, Ofenbach, Bon Entendeur....

The Ski Room

The Ski Room is opened from the beginning of the ski day to the after-ski. Hot drinks are offered in the morning, while the ski-men are preparing the skis, helping the hosts to get ready and offering advices. The indoor ski-boutique enable our clients to be ski-ready in lighting speed: they can rent or purchase snow clothes & ski equipments! Each hotel room has its allocated ski locker with a boots' dryer(s). A few steps away, a hidden secret: the Wax Room. Opened only a few days per year when the hotel welcomes professional team, i.e. the Canada sport team during the Ski Cross World Championship.

SKI
BAR

The Ski Room of °Fahrenheit Seven Val Thorens
& upcycled letters created by the Kidimo atelier



Roc Seven Les Menuires

© Photo Yann Florentin



HIGH ALTITUDE RIGHT ATTITUDE

Discover the
restaurant's menu



The youngest kid of the family! In 2019, the Roc Seven becomes the highest Italian restaurant of the 3 Vallées. Ideally located right on the slopes, 2300 meters above sea level, the Roc Seven opens every winter. Pizzas, pastas, and traditional Italian dishes are prepared by a 100% kitchen crew.

Worthy heir of its big brothers, Roc Seven offers an amazing view on the Vallée des Belleville summits from its monumental terrace, and a music program every afternoon to warm up the atmosphere! Let's Roc!

Top of the Roc 1 bubble. Price: A la carte from 15 to 29 €, today's special at 19 €, today's special and dessert formula at 25 €.

Roc Seven by night

For private groups, on reservation only: Roc Seven opens its doors for festive dinners at the top! After a climb at the back of a private caterpillar to the top of the Roc 1 cable car, the evening starts with an «aperitivo» on the panoramic terrace and end up around the fireplace, in the cozy and warm atmosphere of the interior lounge...

Alpine Kitchen Menu at 69€/pers & Dolce Vita menu at 89€/pers (excl. drinks)

© Photo Yann Florentin

SUMMER IN THE MOUNTAINS

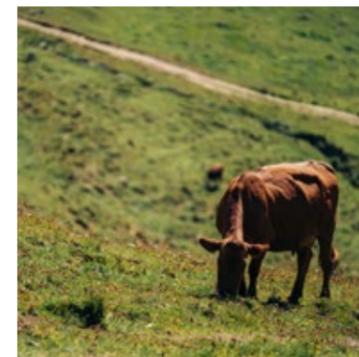
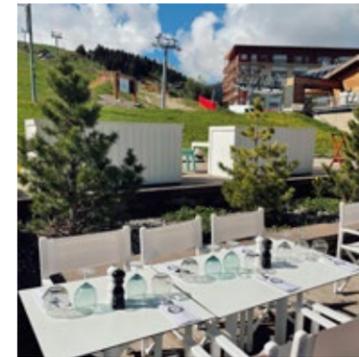
The world's biggest ski area in wintertime becomes a limitless playground during summertime! As warmer weather approaches, nature start blooming: small streams become rivers, marmots pop their heads out of their burrows, birds start to sing again... A paradise for nature lover and to recharge during the summer.

°Fahrenheit Seven Courchevel, on the doorsteps of the Vanoise National Park, is the greatest place to explore the 3 Valleys during summer.

Mountain bike rides, golf sessions, lake swimming, paragliding and open-air balloon flights, hiking... there is plenty to see and do in the mountains during summer!

“

In addition to contributing to the developpement of a softer way of exploring the mountains, opening during summer meets a real consumer demand of discovering the Alps using others ways than skiing. We are happy to share different moments with our hosts during summer, our best rides and spots!



From left to right, top to bottom:
 °F7 Courchevel in summertime. Focaccia with truffles. Courchevel's golf ©Photo B.Gabalda. °F7 Courchevel's terrace. Wild flower field ©Photo B.Gabalda. °F7 Courchevel's terrace. Tarines cows in alpine pasture ©Photo B.Gabalda. Minuty Rosé Wine. Open air yoga with Manalaya yoga ©Photo B.Assemat. °F7 Courchevel's terrace. «Fahrenheit Seven» Pizza. La Rosière Lake ©Photo B.Assemat.

FREESKI DES BELLEVILLE

X °F7 VAL THORENS

When you're borned and raised by the slopes, it is quite natural to throw yourself into downhill runs with the determination of a professional athlete.

After noticing young people's enthusiasm for Free Ride, and the lack of structure around these extreme sports, Stéphane Vidoni decided to support them pursuing their passion safely. « I reached out to Thomas Diet, a former FreeRide World Tour champion and my son Eloi's instructor. The two of us, along with his brother Antoine, wanted to create a freeskiing club in the Vallée des Belleville.»

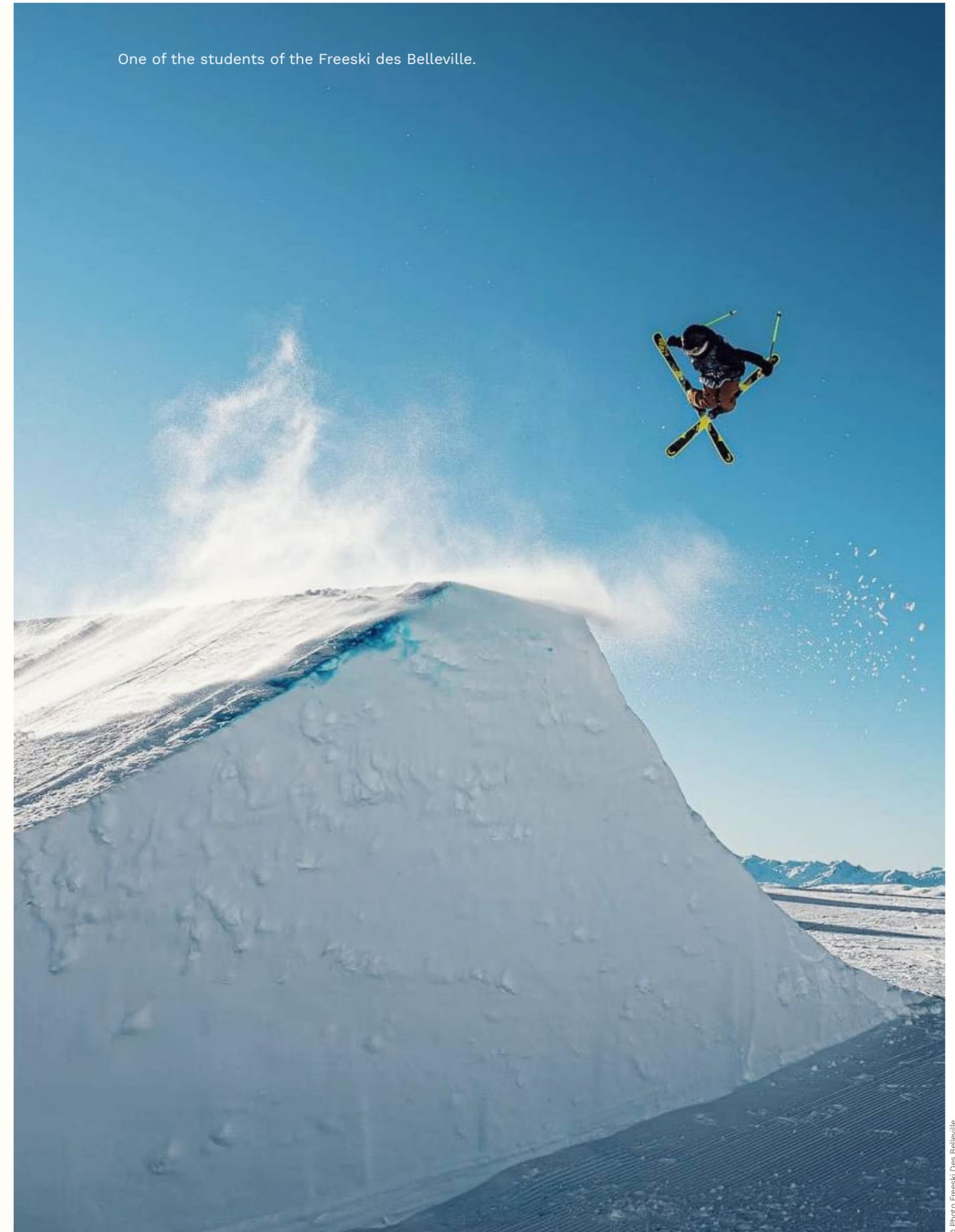
The first high-potential freeriders signed up in 2017. « At the beginning, they were six at students. Today, they are 40: 25 in the freeride section, 15 following the freeski classes! ». After instructor Thomas Diet tragically passed, Kevin Guri, winner of the 2013 Verbier Extreme competition, took the lead on trainings. Everyone wanted to make sure that this institution, which was so important for Thomas, would continue to expand.

Since 2018, Stéphane Vidoni has been the club's president. He strives to motivate the students and to promote the young talents throughout and beyond the valley. He's passionate about his role, and proud to support young riders so they can walk in the steps of the valley's legendary champions.

“

All local children start skiing very young, but they often drop downhill skiing to discover another way to ski: freeriding. Our aim was and still is to support them as they learn this new sport, which has gained more and more recognition in the past years. Physical and mental coaching is necessary to compete in the Qualifier World Tour. This is why we welcome children starting from 8 in our freestyle classes, and starting from 14 in our freeride section. It was obvious that the °Fahrenheit Seven group embarked in this adventure with locals!

One of the students of the Freeski des Belleville.



MEMO



Opening dates

°Fahrenheit Seven Val Thorens:
from 26.11.2021 to 1.05.2022

°Fahrenheit Seven Courchevel:
from 10.12.2021 to 17.04.2022

Roc Seven Les Menuires:
from 4.12.2021 to 24.04.2022



Timetable

Check-in: rooms are available at 5:00 pm
Check-out at 10:00 am
Reception desk: 24h/24, 7/7 during season
Relax area: from 10:00 am to 10:00 pm



Contact & Bookings

°Fahrenheit Seven Val Thorens
297 Place de la Lombarde,
73440 Val Thorens Les Belleville
tel: +33 (0) 479 000 404
mail: valtho@fahrenheitseven.com

°Fahrenheit Seven Courchevel
76 Rue du Marquis,
73120 Courchevel Moriond (1650)
tel: +33 (0) 486 154 444
mail: courch@fahrenheitseven.com

Roc Seven Les Menuires
Top of the Roc 1 bubble,
from la Croisette of Les Menuires
tel: +33 (0) 979 998 787
mail: menuires@rocseven.com



World Ski Awards

°Fahrenheit Seven Val Thorens:
World's Best New Ski Hotel in 2017,
France's Best Ski Hotel in 2018 & 2020

°Fahrenheit Seven Courchevel:
World's Best New Ski Hotel in 2018



B&B Rates

°Fahrenheit Seven Val Thorens:
from 148€ to 1 383€ per night

°Fahrenheit Seven Courchevel:
from 165€ to 1948€ per room in wintertime,
from 149€ to 329€ per room in summertime,
from 190€ to 635€ per flat (excl. breakfast)

Half-board: 45 € / person



Access

°Fahrenheit Seven Courchevel
45' from Moutiers Gare SNCF,
1h30 from Chambéry Airport,
2h30 from Geneva Airport

°Fahrenheit Seven Val Thorens
1h00 from Moutiers Gare SNCF,
2h00 from Chambéry Airport,
3h00 from Geneva



View from the Top Floor room's balcony at °Fahrenheit Seven Val Thorens. An enviable location, overlooking the Val Thorens resort.



PRESS CONTACT

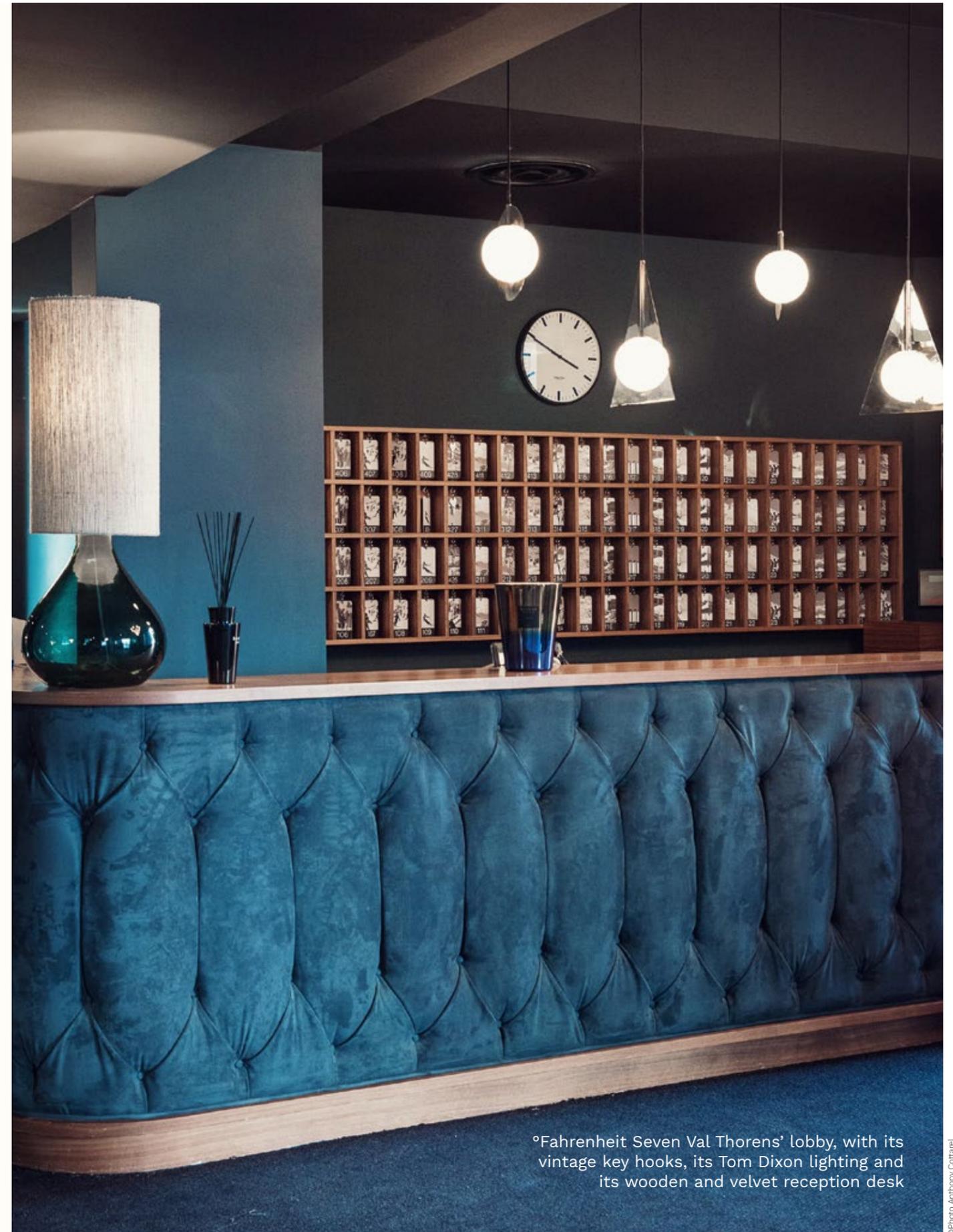
Manon DEVEMY
+33 (0) 647 934 272
manon@fahrenheitseven.com



Click here or flash this QR Code to access our photo library



Discover more by reading the °F7 Mag



°Fahrenheit Seven Val Thorens' lobby, with its vintage key hooks, its Tom Dixon lighting and its wooden and velvet reception desk