



On Cloud 9: The new luxury

A BRAND-NEW POLISHED LODGING IN THE SOUTH OF SWITZERLAND OFFERS MINDFUL AND AU COURANT TRAVELLERS A VITALIZING EXPERIENCE ABOVE THE CLOUDS TO RECONNECT WITH NATURE AND REGENERATE AMIDST CONTEMPORARY DESIGN IN SERENE AND ELEGANT COMFORT. WELCOME TO THE NEW LUXURY!

Hidden in a valley on the very edge between Switzerland and Italy, Cloud 9 is an independent and fully equipped boutique hideout that combines a winsome dash of Italianità with a healthy dose of Swiss modernity and precision. Just a stone's throw away from the charms of Como and Lugano, and an hour's drive from the urban buzz of Milan, the modern and minimalistic boutique apartment is surrounded by magnificent hillside vistas and nestled amidst untouched nature.

Travel journalist Elaine Glusac recently wrote in *The New York Times** that “we are entering a new era of ‘Isolationist Travel’ where secluded accommodation in spectacular natural settings with discrete bespoke service is the New Luxury in travel.” Nestled in the Valle di Muggio, Cloud 9 is undoubtedly the picture-perfect reflection of this ‘New Luxury’.

At Cloud 9, modern and conscious travellers rendezvous with nature to unwind, escape, cocoon, enjoy the silence, recharge their batteries, or simply reminisce in an environment that suitably reflects the future of bespoke travel and the ultimate comfort in private lodging. A place of elegant introspection, active hiking or biking, the leisurely discovery of regional treasures, yoga or meditation retreating, or simply a genteel escape – welcome to Cloud 9!

On arrival, guests are greeted by a chilled bottle of sterling Franciacorta and selected local delicacies such as small-batch Bisbino Gin, tonic from nearby Mendrisio and artisanal potato chips. A refined selection of Sirocco Teas and sustainable non-aluminium coffee capsules ensure a pleasant start to the day, along with other gourmet goodies guests will find in the complimentary maxi-bar (calling it a minibar being a sheer understatement). Comprehensive guides provide valuable insights into local activities to nearby Como, Lugano and Milan.

Adding to the atmosphere of a second home, a handpicked selection of books and reading material in the guests' language is dotted throughout the space and adapted individually for every stay.

The natural light-flooded interior aptly blends design with craft. It all comes together beautifully, creating an inviting and homely atmosphere. The attention to detail carries through to the bathroom with a spacious walk-in Italian shower supplied with finest linen and towelling bathrobes. Carefully curated soaps, shampoos and lotions reflect the hosts' heartfelt desire to provide their favourite sustainable products to their guests. A washing machine and designer clothes rack are provided for uncomplicated extended stays. And if you have nothing to dry, the rack can easily be mistaken for an art installation, rounding off the black-detailed leitmotif of the poised décor.

During the warmer months – or for more courageous guests – an outdoor shower awaits, sheltered by a beautifully landscaped terrace garden. The generously sized oak-wood patio offers a fully private outdoor space with a panorama of the surrounding hills. A barbeque is also provided so guests can dine al fresco while enjoying the views and the blessed stillness.



THE HOSTS:

Evelyn and Jannah, the sagacious mother-daughter team host their guests at Cloud 9 with heart and soul. Over the past year they have meticulously renovated and tastefully furnished the space. While PR Expert Evelyn was responsible for the detailed décor and individually picked design features, daughter Jannah on the other hand, is responsible for branding, social media, the cogently put-together guides and all things visual. To round up the trio of savvy ladies behind Cloud 9, gawky but ultra-charming Franzi, the Weimaraner, welcomes four-legged guests with a wiggling tail while watching over her family.

PRESS IMAGES:

A choice of press images in high resolution can be downloaded **here**. For a broader selection, please don't hesitate in contacting us!

SOCIAL MEDIA:

Instagram: [welcometocloud9ticino](#)

GUIDES:

A series of comprehensive downloadable Smartphone guides have been prepared with great care to instruct visitors on how to find Cloud 9, and what to see and do in Como. Other guides to nearby locations will follow soon, but your hosts are always ready to share highlights and little secrets from their little black book. The available guides can be downloaded **here**.

INTERIOR BRANDS:

Alessi, Alias, Arket, Artemide, Bang & Olufsen, Bosch, Carl Hansen, Eva Solo, Ferm Living, Flos, Frama, Gejst, Hay, Jars, LindDNA, Meraki, Vallone, Vipp, Vitra, Reform, Sjostrand Coffee, Steamery Stockholm, Skagerak, Society, Stelton, USM Haller, Vitra, Zanotti

GENERAL AMENITIES:

Designer coffee machine with sustainable, aluminium-free capsules, filter coffee brewer, a fine selection of teas, fully stocked kitchen essentials, a finely curated honesty bar featuring a selection of gins, whiskeys, and vodka.

Bikers will find bike hangers; a bike cleaning station and yoga and workout sets are also available to guests. For longer stays, a washing machine is conveniently available.

Four-legged guests are more than welcome and will find a food bowl, drinking bottle, and safety through the lockable patio gate. Our designated Dog Concierge, Franzi, will be sure to show like-minded guests to the best spots around the adjoining forest path.

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