

CONDÉ NAST

INTERNATIONAL

GQ BAR POP-UP LANDS IN BADRUTT'S PALACE ST. MORITZ

25th January 2018

Condé Nast International Restaurants has partnered with Badrutt's Palace Hotel St. Moritz to open a GQ Bar pop-up, it was announced today. GQ Bar St. Moritz will debut on Saturday 27th January, running until 1st April 2018.

Gary Robinson, Director of Condé Nast International Restaurants commented, *"We are thrilled to make our mark within the luxury alpine resort town of St. Moritz. Badrutt's Palace is known for its unparalleled service and exclusivity, and the GQ Bar will offer guests a chic contemporary space perfect for discerning affluent visitors. The venue will serve our signature Manhattan cocktail and the GQ Bar Burger."*

GQ Bar St. Moritz will be accessible via its own entrance, making it a standalone venue in addition to being part of the hotel. This opening coincides with the 34th Snow Polo World Cup, one of the highlights of the winter season, and follows the successful GQ Bar and Vogue Café pop-ups in London in recent months. In addition, GQ Bar Berlin recently opened, the first permanent outpost for a GQ Bar in Western Europe, located in Grunewald. Badrutt's Palace has partnered with Zurich-based Galerie Elle and artists Marianne and Nicolas Friolet of Friolet Interiors to design the interiors of GQ Bar St. Moritz.

Gian Müller, Director of Food & Beverage of Badrutt's Palace Hotel St Moritz remarked, *"We are thrilled to be partnering with GQ on this exciting project for the winter season. Always keen to bring new offerings to our guests, both brands stand for quality, and this pop-up recognises the way in which people choose to interact with high quality brands today, bringing the GQ lifestyle to the slopes."*

Condé Nast International is extending its celebrated media brands to restaurants globally, under licensing arrangements with preeminent operators in each market. Brands expanding into cafés, bars and lounges include Vogue, GQ and Tatler. The concept for Condé Nast International Restaurants began in Russia several years ago with Vogue Café Moscow, and we currently have a presence in Eastern Europe, Asia and the Middle East. The programme is not limited to the countries where Condé Nast publishes, but also encompasses emerging markets where the brands are new to market.

Please visit badruttpalace.com

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Notes to Editors:

About Badrutt's Palace

Badrutt's Palace Hotel is a celebration of style, sports, cuisine and fashion. With discreet service and traditional elegance it evokes an atmosphere of pampered luxury for all. An ideal destination in both winter and summer, the hotel is located in one of the most challenging ski areas in the world and offers a host of summer alpine activities. Badrutt's Palace Hotel boasts 157 guestrooms and 37 suites with stunning views of the Swiss Alps. The hotel is a member of Leading Hotels of the World, Swiss Deluxe Hotels and Swiss Historic Hotels.

About Condé Nast

Condé Nast is a global media company producing the highest quality magazines, websites and digital content. Reaching more than 340 million consumers in 29 markets, the Company's portfolio includes many of the world's most respected and influential media properties including *Vogue*, *Vanity Fair*, *Glamour*, *Brides*, *Self*, *GQ*, *Condé Nast Traveller/Traveler*, *Allure*, *Architectural Digest*, *Wired*, and *W* among others. In addition to publishing 143 magazines and over 100 websites, the company operates a restaurant division and several ventures in education. Condé Nast Entertainment develops film, television and premium video programming.

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