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# SWITZERLAND, WHERE LUXURY IS PART OF THE DNA

**C**harm, atmosphere and pure relaxation are the insignia of the Swiss luxury hotels and destinations. Hospitality and tradition blend seamlessly with modern infrastructure and distinguished elegance, inspiring architecture and refined design. Guests can indulge their senses, sample the finest cuisine, and buy exclusive brands in stylish shops surrounded by beautiful landscape and green nature. Furthermore, various luxurious activities such as the peak walk on Glacier 3000, an exclusive ride in the VIP gondola to Jungfrauoch, shopping in Geneva, Lucerne as well as Zurich, or dining in the many exquisite restaurants in Montreux Riviera are not to be missed.

In its newly launched brochure, Switzerland Tourism is presenting its six most exclusive destinations as well as 16 of its most luxurious hotels.

### Luxury watch shopping in Geneva

Geneva is driving its guests through glamorous shopping sites that offer a myriad of international high-end brands. For example, the Rues Basses shopping square, which features designers such as Burberry, Cartier, Bulgari, Harry Winston, and others. While on the rue du Rhone, one of the city's most luxurious locations, visitors can explore Tiffany & Co., Louis Vuitton, Gucci, Versace, Chanel, Dior and many other sought after fashion names, not to forget the timeless watches in the city that identifies with horology, where brands like Omega, Patek Philippe, Montblanc, Bucherer, Jaeger-LeCoultre, Piaget and others call Geneva their home.

### The luxurious Bahnhofstrasse in Zurich

The Bahnhofstrasse is one of the most

luxurious shopping areas of the world and offers everything that fans of Swiss quality craftsmanship desire. Renowned watch and jewelry boutiques, such as Beyer and Bucherer, are rowed up like pearls on a necklace. Of course, world-famous fashion labels, including Louis Vuitton, Hermès, Loro Piana, Dior, Burberry, and more, can also be found here. In addition, the city's finest confectioneries, galleries such as

### Luxury shopping in Lucerne

Switzerland is known as the land of chocolate, cheese, and watches. The handcraft of watchmaking has more than 100 years of tradition in the Alpine republic. In Lucerne's old town, the boutiques of Bucherer, Embassy or G. belin welcome friends of Swiss precision craftsmanship with open arms. Quality products from the Rolex, Breitling or IWC Schaffhausen

hosts no less than six wellness & spa centres, one vinotherapy pop up spa and four clinics all offering a serene environment conducive to healing. Leading specialists in rejuvenation treatments, rehabilitation and cosmetic surgery bring their skills to the fore to ensure their guests' welfare. As an exquisite supplement the destination also counts three restaurants totalling 3 Michelin Guide stars and 27

Europe, an exclusive visit to the Ice Bar will wait for the VIP guests. A Jungfrau Railways tour guide will be accompany the guests along their adventure.

### Adventure on Glacier 3000 in Gstaad

Gstaad is considered one of the most luxurious destinations in Switzerland. Visitors experience top quality and diverse



Hauser & Wirth or Gmurzynska, as well as various luxury hotels are at home on the Bahnhofstrasse. Exclusive, tradition-steeped Swiss department stores, such as Grieder, Jelmoli, and Globus, complete the pleasurable shopping experience on Zurich's prestigious boulevard. Directly at Zurich Airport, another shopping paradise for the style-conscious has been created. Besides shopping, visitors can also taste the one-of-a-kind chocolate from Laderach or dine at the Sablier Rooftop Restaurant & Bar.

brands make visitors' hearts beat faster and impress with their classically timeless designs. If you want to spend a royal night in Lucerne, you can stay at the Hotel Schweizerhof, where Queen Elizabeth II of Great Britain has already been a guest.

### Health clinics and gastronomic restaurants in the Montreux Riviera

The Swiss Riviera can boast on a myriad of renowned clinics at the cutting edge of healthcare and premises fully dedicated to wellbeing and health. The area



restaurants listed in the Gault&Millau guide.

### Exclusive VIP Offer on Jungfrauoch

The new Eiger Express tricable gondola takes visitors from Grindelwald Terminal to the Eiger Glacier station in just 15 minutes. With a direct transfer option, guests will reach the Jungfrauoch - Top of Europe in only 45 minutes. Guests can enjoy sparkling beverages at the Platinum Lodge and then board the exclusive VIP Eiger Express gondola. At the Top of

services in all areas. Alpine authenticity, proudly maintained traditions, and a touch of glamour give the destination a special flair and make Gstaad so refreshingly different from the rest of the world.

The only suspension bridge in the world that connects two mountain peaks is not to be missed. It is called Peak Walk by Tissot and can be found at Glacier 3000. The bridge offers a stunning view onto the Alps and far off into the distance, which is certainly a memorable adventure.



Photographs of the Sex Pistols, by Dennis Morris are seen during the exhibition "SID: Superman is Dead" and the Sex Pistols at The Rock 'n' Roll Wall of Fame Gallery in London.

## Sex Pistols show shines light on 'violence of punk'

**D**ennis Morris was the official Sex Pistols photographer, taking some of the most iconic images of the 1970s punk trailblazers. More than 40 years after the band shot to notoriety, an exhibition of Morris's classic photographs is revealing the mayhem and violence that surrounded the band to a new generation of fans.

The immersive show "SID: Superman is Dead" also features a recreation of a hotel room bassist Sid Vicious smashed up in 1977. The floor surrounding an unmade bed is littered with glass from smashed pictures, pages ripped from a Bible and a wrecked television. Drugs paraphernalia cover a bedside table.

"You read about Sid Vicious and you would think he was really a violent person, but he was actually quite a gentle person, very shy," Morris told AFP at the central London gallery staging the show. Vicious epitomized the "live fast, die young" mantra and ended up dead in New York at the age of 21 from a drugs overdose.

Months earlier he had been charged with stabbing his girlfriend Nancy Spungen to death. "When he took heroin he completely changed, he became a completely

different person and that was awful, he basically just fell apart," said Morris.

### Razors

In Morris's original photograph of the hotel scene recreated for the exhibition, Vicious is seen half-naked lying between two beds while an unidentified person "probably a fan"-is curled up asleep on one of them. "One night Sid went absolutely berserk and completely destroyed his bedroom," he said.

"My room was next door to his and eventually when the commotion stopped I pushed the door open to his room and there was complete devastation," Morris, 62, originally wanted to be a war photographer, but made his name photographing reggae legend Bob Marley. One of the

aims of the installation was to give a sense of the "energy and violence of punk".

The Sex Pistols' 1977 anti-monarchy tirade "God Save the Queen" coincided with Elizabeth II's Silver Jubilee and provoked strong reactions. Singer John Lydon-aka Johnny Rotten-and two producers were attacked with razors. At other times Morris remembers being "chased down the road" by pro-monarchists when they spotted Lydon.

"With Sid I found my war... they came out against the queen and there was this reaction which was shocking because people became quite violent sometimes," the British photographer said. "It became quite scary but for me it was really an opportunity to live out my dream (of documentary photography). I was there 24/7."



Photographer Dennis Morris explains an installation of a hotel room trashed by Sid Vicious during his exhibition "SID: Superman is Dead" and the Sex Pistols at The Rock 'n' Roll Wall of Fame Gallery in London. — AFP photos



Photographs of the Sex Pistols, by Dennis Morris are seen during the exhibition "SID: Superman is Dead" and the Sex Pistols at The Rock 'n' Roll Wall of Fame Gallery in London.

### Respect for Queen

Lydon-now 66 and a US citizen-recently said he had attended a street party for the queen's Platinum Jubilee this month. He said his dislike of the monarchy as an institution was as strong as ever, but he "totally respected" the 96-year-old head of state. Whether Vicious would have changed his views will never be known, but Morris said he had also developed a "deep respect" for the queen.

"She's held it together over the generations, despite coming to it at a very young age, and that's a really tough thing to do," he added. "I was never really against them (the royals) but over the years I've grown up. "None of us were against it really, it was just something that was said to create a reaction. All our parents had a picture of the queen on their wall or of Jesus, that's how it was... we were just rebelling."

### Sid was 'innocent'

Morris firmly believes that Vicious had "star quality" but his damaged background made an early death almost inevitable. "His problem was that at the age of 14 his mother gave him heroin. And it was his mother who gave him the heroin that killed him," he added. After being released on bail from New York's notorious Rikers Island jail following Spungen's death, he was terrified of going back, he said. "Because of his reputation he got raped quite a few times so when he came out on bail he said to his mother, 'I just can't go back to prison, I just can't do it', so she went out and scored and that's what killed him." —AFP

## Russian film director denounces 'murder' of his former theatre

**R**ussia's celebrated film director Kirill Serebrennikov, who left the country after criticizing its offensive in Ukraine, has accused the authorities of "murdering" his former theatre that he had built into a top cultural venue. On Wednesday evening, Moscow authorities announced a change of leadership at a number of the capital's top theatres including Sovremennik and Gogol Centre. The Gogol Centre would get its old name back-The Nikolai Gogol Drama Theatre, they said. Between 2012 and 2021 Serebrennikov was artistic director of the Gogol Centre, which he transformed into a national cultural beacon. "Yes. Gogol Centre has been shuttered. That's it," Serebrennikov wrote on messaging app Telegram. "From the point of view of art, this is not just sabotage-this is murder."

He said the change of leadership was punishment for the venue's "honesty" and an "attempt at freedom," including efforts to protest Moscow's offensive. He said Gogol Centre's last piece of work will be a play dubbed "I do not take part in a war." Serebrennikov, known for deploying daring on-stage nudity and profane language-and for modern adaptations of Russian classics-left Russia after President Vladimir Putin sent troops to Ukraine. The 52-year-old was caught up in a high-profile fraud case that his supporters say was punishment for challenging the Russian authorities.—AFP



Film director Kirill Serebrennikov