



## **INTRODUCING SEILER CONSTANTIN: A NEW HOTEL COLLECTION REDEFINING SWISS HOSPITALITY THROUGH PLACE, CULTURE AND WELLBEING**



Seiler Constantin is a new collection of independent Swiss hotels, launching with its first property, Le Clay, in spring 2027.

Founded by hotelier André Seiler, whose family legacy includes two landmarks of Swiss hospitality, Mont Cervin Palace and Monte Rosa in Zermatt, and leading entrepreneur and architect Christian Constantin, the collection brings a fresh perspective to Swiss hospitality, with the ambition to create contemporary, understated hotels that offer space to think, breathe and reconnect with the landscapes that make Switzerland so exceptional.

“We wanted to build something quietly exceptional, intimate hotels in remarkable locations, where luxury is less about display and more about atmosphere and rhythm.”  
André Seiler

Four Seiler Constantin hotels are planned across Lavaux, Crans-Montana, Saas-Fee and Lugano, each shaped by its surroundings and cultural context, with a relaxed sensibility and a focus on meaningful and memorable experiences rather than spectacle. Each property is united by the idea of a view - not just the breathtaking panorama of a landscape, but a sense of openness, a breath of fresh air - a new way of experiencing wellbeing.

Across the collection, four guiding elements define the approach:

- The Great Outdoors: direct access to nature and extraordinary views.
- Wellbeing: from serious training to deep rest.
- Fresh Flavours: contemporary expressions of Swiss culinary traditions.
- Local Cultures: authentic connections through stories, crafts and encounters.

“We’re interested in places on a human scale, rooted, characterful and thoughtful. Switzerland is our focus, and we’ll grow carefully, one place at a time.” - Christian Constantin

The launch of Seiler Constantin marks the emergence of a quietly confident new voice in Swiss hospitality, rooted in landscape, culture, a thoughtful approach to modern life and a new kind of Alpine rhythm.

### **SEILER CONSTANTIN**

+41 27 721 63 63 • [INFO@SEILERCONSTANTIN.SWISS](mailto:INFO@SEILERCONSTANTIN.SWISS) • [WWW.SEILERCONSTANTIN.SWISS](http://WWW.SEILERCONSTANTIN.SWISS)  
ROUTE DU GRAND-ST-BERNARD 5 • 1921 MARTIGNY-CROIX

**SWITZERLAND**



## **LE CLAY, LAVAUX – OPENING SPRING 2027**

The first property, Le Clay, will open in Lavaux, a UNESCO World Heritage region of terraced vineyards above Lake Geneva, as a member of Design Hotels.

Set on 35 hectares in the village of Puidoux, Le Clay will feature 105 rooms, many offering lake views, two restaurants, two bars, a cigar lounge, extensive MICE facilities, and a Seiler Constantin Sync Core, including Hyrox's first ever hotel gym partnership and large indoor pool for training.

The property is a contemporary, purpose-built hotel with a long, linear profile and terraced balconies stretching across multiple floors. Its façade is clean and modern, defined by large floor-to-ceiling windows that maximise light and views across the landscape. A low, stepped base anchors the building within landscaped grounds, while the top floor is set back and glazed, giving it a lighter, pavilion-like feel. Surrounded by greenery, the hotel has a functional, modernist character, designed more for panoramic outlook and lifestyle than architectural spectacle. Inside, the interiors foreground comfort, tactility and a sense of calm, creating spaces that frame the surrounding landscape rather than compete with it. The atmosphere is grounded, easy-going and connected to its setting.

Guests are encouraged to set their own pace - whether through movement, culinary exploration, cultural encounters or simply time spent outdoors, overlooking Lake Geneva, which straddles Switzerland and France, flanked by the Alps and the Jura, and famed for its scale, light and cultural legacy, in a rare pocket where the drama of the mountains meets the quiet rhythm of rural Switzerland.

“Our goal is that every guest leaves feeling physically, mentally and creatively recharged.”  
Christian Constantin

Removed from urban centres yet easily connected by rail, Le Clay's Lavaux location offers both seclusion and effortless access. Seiler Constantin is charting a new path for Swiss hospitality - less formal, more attuned to place and culture, and centred on the tempo of contemporary life.

For further information and imagery, please contact:

Global  
MVC - Jessie Firmstone  
[jessie@mattvinesconsulting.com](mailto:jessie@mattvinesconsulting.com)

Seiler Constantin  
Cécile Moser - FERUS  
[marketing@seilerconstantin.swiss](mailto:marketing@seilerconstantin.swiss)

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