

LA FOLIE DOUCE

PRESS KIT



WINTER 2025-2026

LA FOLIE DOUCE

THE FAMILY INSTITUTION THAT MAKES THE HEART OF THE MOUNTAINS BEAT

For more than half a century, **La Folie Douce** has embodied a singular vision of the mountains: a place of life, sharing, and creation – far beyond the image of simple festive après-ski.

Through the passion and determination of the **Reversade family**, this institution has redefined the codes of hospitality at altitude.

Here, gastronomy meets art, music converses with nature, and conviviality expresses itself as a true philosophy.

From **Val d'Isère** to **Chamonix**, from **Méribel** to **Avoriaz**, each establishment tells the same story: that of a visionary family that has transformed the summits into spaces of human, cultural, and sustainable experience. More than a place, **La Folie Douce** is a state of mind — an art of living at altitude where all generations and all emotions come together.

A collective adventure that continues, season after season, to make the mountains and their ecosystem shine in a different way.



01. THE VISION OF A FAMILY

THE RADIANCE OF AN ENTIRE ENVIRONMENT

Born in 1969 on the heights of Val d'Isère, La Folie Douce is above all the story of a visionary family who knew how to reinvent the way we experience the mountains.

For more than fifty years, the **Reversade family** has passionately shaped a brand that has become an institution — where gastronomy, art, and hospitality come together. Luc, Corinne, and their two sons, Artur and César, have passed down much more than know-how: a philosophy based on generosity, freedom, and discreet excellence.

Between adaptability and “folievalence,” each member of La Folie Douce takes

pride, year after year, in ensuring that every guest leaves delighted, with unforgettable memories in their hearts.

Today, La Folie Douce stands as an independent family brand, deeply rooted in its territory and true to its values.

Pioneers, the Reversades transformed the mountain from a place dedicated solely to skiing into **a winter destination open to all – skiers or not!** Unique venues where conviviality, creativity, and authenticity blend harmoniously.

Thus, La Folie Douce is not just a concept but a complete art of living, a singular way of sharing the mountain with friends or family. Season after season, the Reversades continue to transmit their energy and reinvent the



« La Folie Douce is above all a family adventure. From day one, we wanted to share our vision of a living, open, and generous mountain. Everything here was born from a simple desire: to create places where people meet, share, and truly live — together. More than a concept, it's a state of mind that we pass on to those who make our mountains' hearts beat.. »

Luc & Artur Reversade

02. THE MONTAGNE AS OUR GUIDING LINE

From the peaks of **Val d'Isère to the slopes of Les Arcs, through Chamonix, Avoriaz, Méribel-Courchevel, and Morzine**, La Folie Douce is deeply rooted in the Alpine regions it celebrates. Each establishment embodies the same vision: to make the peaks a space for life, sharing, and creation, open to everyone.

For each project, **the Reversade family** stands as a committed player in

promoting local heritage, weaving close ties with producers, artisans, and the economic fabric of each region.

Sourcing fresh, local, and seasonal products, highlighting craftsmanship, and — most recently — producing electricity locally at **Les Arcs** are all reflections of a commitment to sustainable, respectful integration within the mountain environment.





In winter 2025, La Folie Douce continues this approach with the opening of **La Petite Cuisine - Gare Centrale** in Val d'Isère.

This new project was born from the daring idea of transforming an abandoned station at 2,400m altitude — the first high-mountain industrial wasteland — into a vibrant temple of taste and conviviality.

Inspired by the architecture of New York's **Guggenheim Museum**, the venue combines contemporary audacity with Alpine authenticity, in an atmosphere where every detail converses with the mountain.

The once-abandoned station is thus reborn as a lively, creative space — without ever altering the natural beauty of its surroundings.

Beyond the gastronomic experience — where self-service is reimaged in a modern, “open kitchen” style — La Petite Cuisine - Gare Centrale also offers new formats for children: creative workshops for the youngest, yoga sessions facing breathtaking views, and warm, vibrant communal areas such as the **Folie Douce Shop**.

Present in the most beautiful resorts, the family institution continues to write its story in harmony with its environment. Each new location is a promise: that of a **living, inspiring, and inclusive mountain**, shaped by a family that has never stopped reinventing its codes.

« The mountain is our home, our source of inspiration, and our driving force. Every project we imagine is born from deep respect for its environment. We want to show that it's possible to create, innovate, and share, while preserving the raw beauty of these peaks that have moved us since the beginning.. »

Luc Revergnade

THE TIMELINE

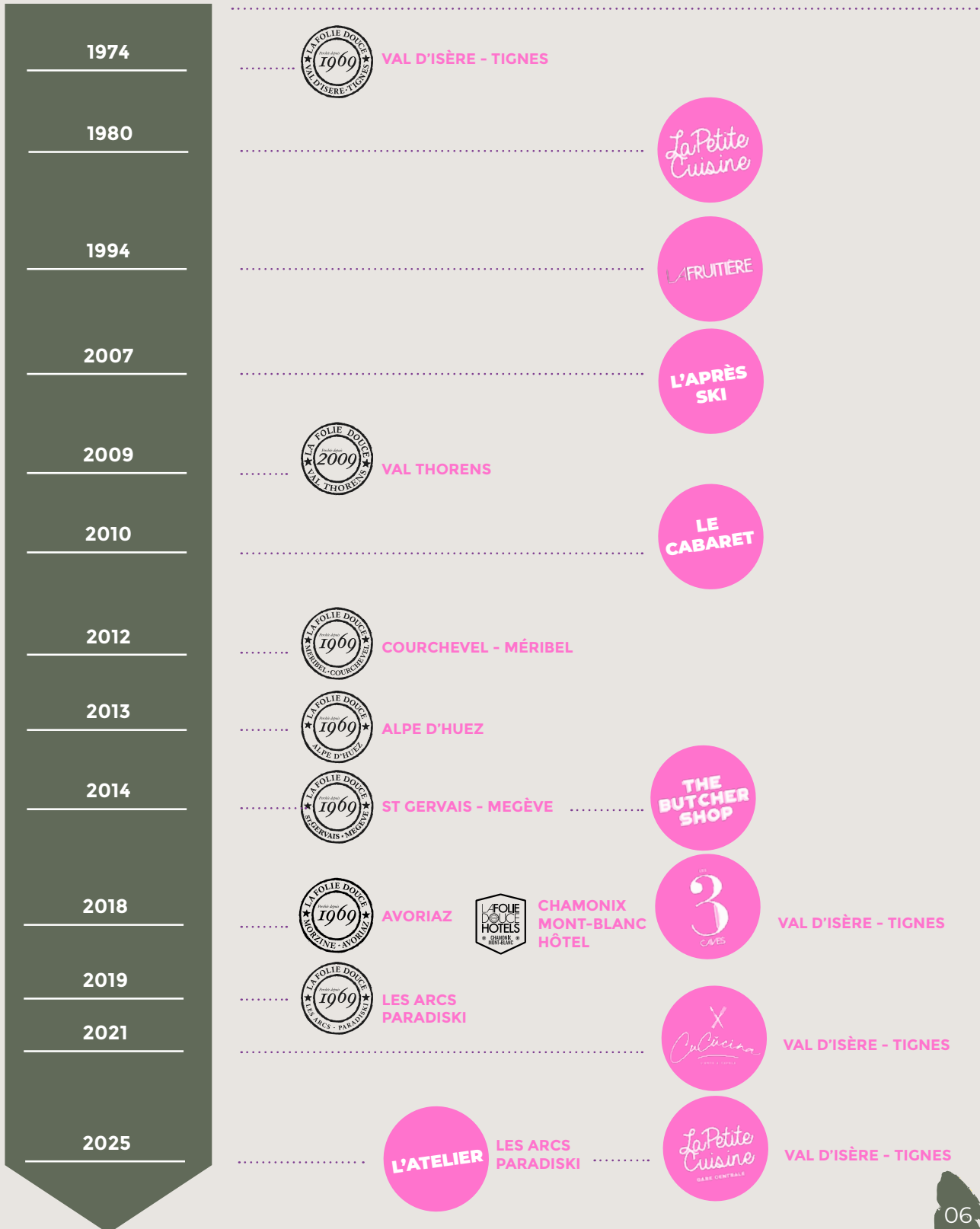


1969 - A FANTASTIC YEAR, A GROUNDBREAKING CONCEPT

On the snowy heights of Val d'Isère, a bold idea was born: to create a place where skiers, after a day of sport, could extend their adventure with a unique celebration.

That year marked the beginning of La Folie Douce, a venue that broke the conventions of classic ski resorts. It was the time of cultural and musical revolutions — Woodstock, artistic freedom — and on the slopes, that same carefree, festive spirit infused La Folie Douce.

Offering skiers live performances, fine cuisine, and a festive atmosphere at altitude, it soon became a refuge for those seeking both the pleasure of skiing and the joy of togetherness. Today, La Folie Douce is synonymous with freedom, sharing, and mountain heritage.





5 restaurants
6 bars
1 après-ski
1 open-air cabaret
2 Folie shops



3 restaurants
2 bars
1 après-ski
1 Folie shop



3 restaurants
1 bar
1 après-ski
1 cabaret
1 Folie shop



2 restaurants
2 bars
1 après-ski
1 Folie shop



2 restaurants
2 bars
1 après-ski
1 Folie shop



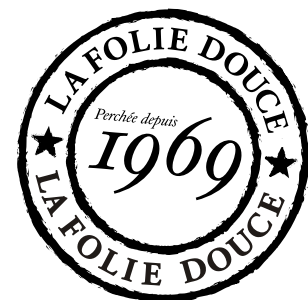
2 restaurants
2 bars
1 après-ski
1 Folie shop
1 cabaret



250 chambres
5 restaurants
4 bars
1 après-ski
1 cabaret
1 spa & outdoor pool
1 Folie shop, **1** proshop
1 kids palace



3 restaurants
3 bars
1 après-ski
2 Folie shops
1 cabaret





03. GASTRONOMY

A MATTER OF EXCELLENCE & EXPERTISE

While La Folie Douce was born from an audacious vision of the mountain, it expresses its true soul through **gastronomy**.

From the very beginning, cuisine has been at the heart of this family adventure: authentic, generous, and deeply rooted in its region. No frozen products, only local ingredients, homemade recipes — here, every dish tells

a story of taste, sharing, and respect for the seasons.

Across all establishments, the culinary offer unfolds through multiple universes: from reinvented self-service to contemporary brasseries and fine dining tables at altitude. This diversity reflects the Reversade family's will to offer every guest a unique experience, without ever compromising on quality.

Under the direction of Chef Franck Mischler, a culinary cornerstone of La Folie Douce for over ten years, the kitchens vibrate like an orchestra — musical, demanding, and creative — where excellence resonates with energy.

Each season, the teams rethink the menus, bringing in new inspirations, local products, and the energy of the moment.



« Cooking at La Folie Douce means telling the story of the mountain through flavors. We work with real, honest products, guided by freedom and generosity, so that every plate becomes a complete experience. Here, the kitchen lives, breathes, and brings people together — like one big family. »

Franck Mischler
Chef of La Folie Douce



04. INCLUSION AS A WAY OF LIFE

Friends, families, professionals, from the youngest to the oldest – everyone is welcome!

Renowned for its festive energy and flair for performance, La Folie Douce above all embodies a way of life that is open and inclusive. Everyone has the opportunity to find their place among a wide variety of extraordinary experiences! Between open-stage performances, athletic expression, next-generation seminars, and workshops dedicated to children, La Folie Douce opens its doors to all and speaks to every generation.

Families and children now hold a central place here, reflecting a strong desire to share the La Folie Douce experience with all generations. With the opening of La Petite Cuisine – Gare Centrale in Val

d'Isère, the group fully expresses this vision through the La Folie Douce Academy, dedicated to awakening creativity and curiosity in young people. **Three educational workshops are offered for children aged 6 to 14: Chocofolie**, where they discover the art of chocolate-making; **My First Track**, where they learn the basics of DJing and music composition; and **Studio Folie**, a fashion workshop where children design and personalize their own creations. Supervised by professionals, these workshops combine learning, fun, and self-expression — all in the joyful and caring spirit that defines La Folie Douce. In this way, the family institution reaffirms its ambition to make La Folie Douce a place of sharing and intergenerational living, where music, gastronomy, creativity, and inclusion come together at the heart of the mountains.



This spirit of sharing continues to evolve, with an exciting new concept launching at Les Arcs — much to the delight of both young and old. In winter 2025, **La Folie Douce Les Arcs will unveil L'Atelier: a unique 78m² participatory space that comes alive from morning to night!** Flexible and inclusive, L'Atelier is designed as a true experimental playground. Days begin with indoor cycling classes led by BMX Flat champion Alex Jumelin. On Wednesdays, weekends, and during all school holidays, L'Atelier transforms into a creative wonderland for children with Kiddy Boum — fun, hands-on workshops designed to let 6- to 14-year-olds express their creativity freely and imaginatively. Outside of children's hours, the space hosts corporate seminars, inspiring teams at the summit of the mountains. And when evening falls, L'Atelier lights up with open mic sessions, film nights, and original parties — always with that same festive and inclusive flair that defines La Folie Douce.

« La Folie Douce is above all a way of life to be shared with everyone. We are deeply committed to reaching all audiences, especially the youngest, by offering them their own moments of creation and discovery — so that the magic happens for everyone. »

Luc & Arthur Revergnade

ART THAT CONNECTS PEOPLE

Beyond gastronomy and hospitality, La Folie Douce stands as a true cultural force in the mountains.

Since its creation, the Reversade family has made live performance and music essential pillars of its identity. Every day, from 12:45 p.m. to 5:00 p.m., the mountain turns into a stage! No fewer than 19 daily performances bring together singers, dancers, acrobats, DJs and musicians to offer an open-air cabaret unlike any other in the world.

Under the artistic direction of Sergey Novikov, nearly 60 artists are recruited, trained and supported each season within the La Folie Douce Academy. A true creative laboratory based in Les Arcs, this structure allows the teams to imagine and rehearse shows before they come to life on stage. Demanding choreography, tailor-made costumes, carefully designed themes — every detail is crafted to keep the mountain as the natural backdrop.





At the same time, La Folie Douce is expanding its musical universe through its brand-new label, Folie Douce Records.

Born from the desire to carry the venue's unique energy beyond the peaks, the label embraces a broad house identity, blending afro, deep and indie dance influences. The ambition? To first produce La Folie Douce's resident artists, then welcome international talents who share the same drive to create a radiant sound — one that celebrates the true meaning of “fête”: communion and togetherness.

New tracks will be released weekly across streaming platforms, while a growing presence on international stages and festivals will unfold over the coming months.

At the crossroads of performance and music, La Folie Douce is reinventing live entertainment at high altitude.

More than a show, it's a shared energy — a universal vibration uniting audiences from around the world through a common language: creation, joy and freedom.

« Art and music are our way of telling the mountain's story differently. What we create here, at 2,500 meters above sea level, is raw, shared, and authentic emotion. Every artist, every note, every movement contributes to transmitting that unique Folie Douce energy which, since the beginning, connects people far beyond the summits. »

Arthur Reversade

05. ENVIRONMENTAL COMMITMENT & SUSTAINABILITY AS CORE VALUES

Since its creation, La Folie Douce has placed responsibility and respect for the mountains at the heart of its mission. Aware of the impact of human activity on the Alpine peaks, the Reversade family has built a sustainable policy that combines environmental preservation, local economic development, and social commitment.

Through eco-responsible practices — sourcing fresh and local products, reducing

single-use plastics, composting organic waste, using water and energy responsibly, and implementing sustainable delivery solutions — La Folie Douce reduces its environmental footprint.

Locally produced electricity, support for regional producers and artisans, as well as raising awareness of ecological issues, all reflect a deep commitment to preserving the mountains for future generations.





Furthermore, the family-run company places people at the center of its priorities. With more than 750 employees during the season, La Folie Douce is one of the largest employers in the Alpine region, offering housing, meals, and training tailored to each individual's skills. A true place of learning and development, the group places great importance on enhancing the skills of its teams through regular training sessions in various fields such as gastronomy, communication, and management.

These internal programs aim to pass on the values, spirit, and standards that make La Folie Douce unique, while giving everyone the opportunity to grow within the company. Artists also benefit from dedicated support to fully embrace the brand's musical and performance universe. Rehearsal and training periods are an integral part of seasonal preparation, in an environment where conviviality and excellence go hand in hand every day.

Committed to its employees, La Folie Douce fosters a workplace where the transmission of skills, professional fulfillment, and continuous learning are essential pillars of its development and collective success. Inclusion and diversity are also core values, with 50% women and 50% men, around twenty nationalities represented, and concrete initiatives such as the integration and accommodation of Ukrainian refugees. This approach supports a turnover rate below 13%, a sign of strong loyalty and long-term employee commitment.



La Folie Douce also combines innovation and safety through awareness initiatives on environmental actions, end-of-season waste collection, reduction of greenhouse gas emissions, and responsible prevention programs, particularly concerning alcohol consumption on the slopes. By 2030, La Folie Douce has committed to drastically reducing litter by signing the “National Zero Litter in the Mountains by 2030 Charter” initiated by Mountain Riders.

The family business thus plays an active role in the development of Alpine regions, while passing on unique expertise and lasting values to its employees and the public.

« For us, the mountains are not just a backdrop: they are a heritage to be protected and a living space to be shared. Every decision, every project must be made with respect for the environment and the people who bring these places to life. Our responsibility is daily, and it guides everything we undertake. »

Luc & Arthur Reversade

LA FOLIE DOUCE IN NUMBERS



Renowned chefs

sign the La Folie Douce menus



2,500 meters

altitude for the highest cabaret in the world



80 artists in total

(dancers, singers, musicians, DJs, choreographers, stylists, etc.)



70

jobs created with each new opening (on average)



+70%

of staff are bilingual



10,000

meals served per day



735

beds



8

destinations



27

restaurants



10,400

burgers per year



120

varieties of cheese at La Cave à Fromages



20

different nationalities



2,000 hours

of live music per year



15,000

clubbers per day



over 2,000,000

beers per year



400

French wine references at La Fruitière

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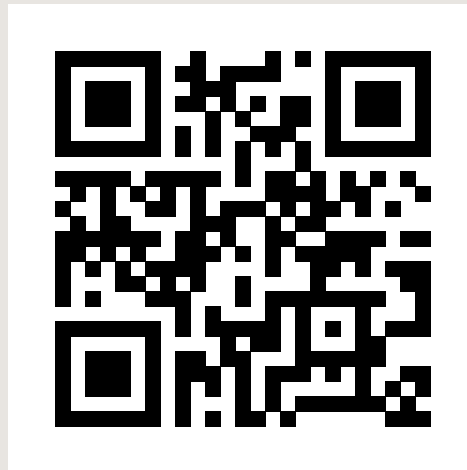
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SUIVEZ-NOUS SUR LES RÉSEAUX




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LES ARCS

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