

Media release

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Innovative Swiss brands with design pop-up in Andermatt Reuss Dagsmejan, Muntagnard and Qwstion as well as feinedinge

Several innovative Swiss brands will be revitalising the Andermatt Reuss village district from December. In their joint 'New Swiss Design PopUp', the three brands Dagsmejan, Muntagnard and Qwstion show how aesthetically pleasing functionality and sustainability can be combined in everyday products. feinedinge.ch also offers a hand-picked selection of fine things that reflect both Switzerland's manufacturing diversity and the creative inspirations of its neighbours. They join Andrea Caminada's Igniv restaurant, Nooba, Swiss Watches and other shopping, service, catering and leisure facilities on Furkagasse.

Furkagasse will open in December 2024 in the new village district of Andermatt Reuss with hotels and apartment buildings, expanding the existing range of restaurants (Radisson Blu Reussen, Biselli and La Bonne Cave) and shops (Imholz Sport, Mammut, Victorinox, Drogerie Andermatt) with attractive shopping, service, catering and leisure facilities.

The new Furkagasse is a modern-day village square: with the international flair and modern alpine charm that characterises Andermatt Reuss as a whole. A meeting place where local businesses, exclusive boutiques and the world's major brands, first-class restaurants and cosy cafés mingle in a relaxed atmosphere. A new centre that is open to locals and visitors alike. A new home for many, a meeting place for everyone - a global village.

The already familiar offerings such as Igniv, Nooba and Swiss Watches will be joined by the three innovative Swiss brands Dagsmejan, Muntagnard and Qwstion, who are uniting their products in their joint 'New Swiss Design PopUp'. You can discover the "world's most comfortable sleepwear" from Dagsmejan, the elegant, sustainable and innovative fashion from Muntagnard and the stylish bags made from plant fibres from QWSTION.

Feinedinge.ch

feinedinge also stands for high-quality products. With a clear focus on quality and style, the young company offers a wide range of carefully curated items from various brands, ranging from home accessories and textiles to gourmet treats and gifts. Each of the products is selected with attention to detail and a keen eye for aesthetics.

Further brands will follow until the opening on 14 December 2024

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Andermatt Swiss Alps AG - Welcome home.

Andermatt Swiss Alps AG, with registered office in Andermatt, plans, builds, and develops the year-round destination of Andermatt. In 2009 Andermatt Reuss came into being, with apartment buildings, hotels, and villas. The Andermatt Swiss Alps Group owns the The Chedi Andermatt and Radisson Blu Reussen hotels, the holiday apartments Andermatt Alpine Apartments, an 18-hole, par-72 championship golf course and the Andermatt Concert Hall. A close partnership is in place with Andermatt-Sedrun Sport AG (Andermatt-Sedrun mountain railways, various restaurants, the Swiss Snowsports School Andermatt and the sport shop Gleis 0) and its majority shareholder Vail Resorts, Inc. for developing the destination. Vail Resorts, the largest operator of ski resorts, and Andermatt Swiss Alps are together pursuing the vision of becoming The Prime Alpine Destination. In doing so, they are committed to an intact environment and a sustainable future that will enable coming generations to have an extraordinary home. During high season, Andermatt Swiss Alps and Andermatt-Sedrun Sport AG have more than 1,000 employees working at the locations in Altdorf, Andermatt and Sedrun.

anderlatt-swissalps.ch
