

HISTORY

SUMMITS AND SOCIETY – HISTORY OF ST. MORITZ

45' (ENG, GER)

Birthplace of Alpine winter tourism and numerous winter sports, and the most fashionable meeting place in the Alps: St. Moritz.

Over a hundred years ago, the hype surrounding the small mountain village in the middle of a magnificent mountain backdrop began with wealthy English people spending the winter here and changing the town forever. Grand hotels were built, and the village of 5000 souls quickly became a hotspot for the rich and famous. Coco Chanel took refuge here during the war years, Alfred Hitchcock spent his winters here, Audrey Hepburn decided to live entirely in Switzerland after her first stay, the Shah of Persia moved his court to a chalet in the village during the winter months and bon vivant Gunter Sachs opened up the mountain village to a permissive and cosmopolitan lifestyle. Since then, the motto in St. Moritz has been: there is nothing that does not exist here.

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