

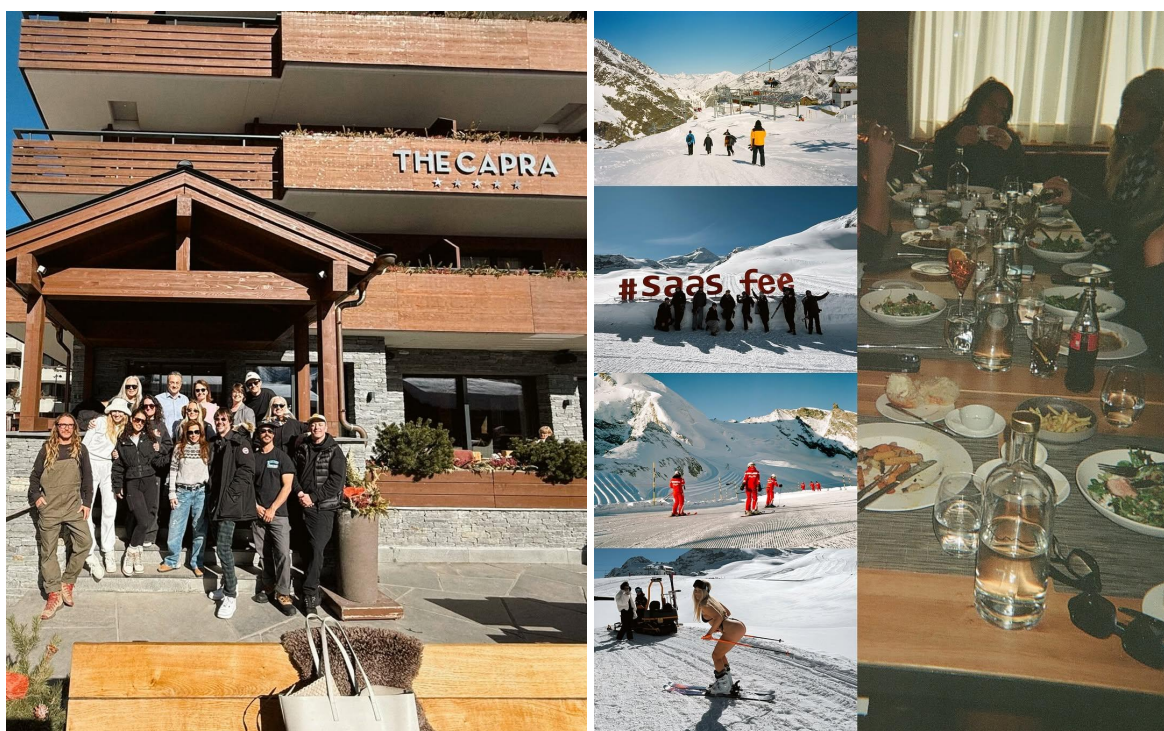
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THE CAPRA HOTEL FEATURED IN SPORTS ILLUSTRATED SWIMSUIT ISSUE

***The Capra, and its charming village of Saas-Fee, Switzerland appear in the
2025 issue, which hit stands May 17.***



Behind-the-scenes shots of the Sports Illustrated Swimsuit Issue team at The Capra in Saas-Fee, Switzerland.

SAAS-FEE, SWITZERLAND (May 15, 2025) – The Capra (www.capra.ch), the 5-star superior luxury wellness hotel in Saas-Fee, Switzerland in collaboration with Switzerland Tourism, served as one of the locations of the 2025 Sports Illustrated Swimsuit Issue, which just hit stands May 13.

Renowned fashion photographer Derek Kettela captured celebrated models against The

Capra's snow-capped chalet village of Saas-Fee in the Valais Matterhorn region. Hunter McGrady, Camille Kostek, and twins Elisha and Renee Herbert posed atop Saas-Fee's majestic glacier.

"Shooting in Switzerland was an unforgettable experience—the breathtaking scenery and serene atmosphere created the perfect backdrop. It's a place that inspires confidence, creativity, and a sense of peace all at once making it the perfect backdrop for the 2025 issue," said MJ Day, editor-in-chief of Sports Illustrated Swimsuit.

The Sports Illustrated team stayed at The Capra, shooting in and around the hotel this Spring.

"We often host world-class athletes each summer while they train in Saas-Fee, so it felt fitting to host the Sports Illustrated team and to introduce more sports enthusiasts to The Capra and our beautiful corner of Switzerland," says Cornelia Destouches, Hospitality Director of The Capra.

The shooting locations showcased Saas-Fee's dramatic scenery with models posing on Saas-Fee's majestic glaciers—and its charming, car-free village of traditional wooden chalets.

Camille Kostek was so moved by the magic of Saas-Fee and the five-star Alpine lodge The Capra's hospitality that she extended her stay: "The beauty of these mountains truly took my breath away. Each day I felt like I was waking up in a snow globe in a magical dream. I already can't wait to go back."

THE CAPRA, NEWLY EXPANDED LUXURY WELLNESS HOTEL



The Capra exterior, lounge, guest room and spa pool.

The Capra, a hidden gem in the heart of Saas-Fee, often called the Pearl of the Alps, offers an authentic Swiss Alpine experience, allowing visitors to fully immerse themselves in the village's traditional charm and dramatic mountain surroundings. The Capra is known for its unique curated alpine experiences, its holistic research-based wellness offerings and its intimate, high-touch service. At The Capra, guests can expect a warm boutique ambiance, savour delicious cuisine and high-quality wines sourced from the Valais, and take part in a variety of unique activities throughout the year, highlighting the area's natural beauty and cultural heritage.

Recognized with two Michelin Guide Keys in October 2024, The Capra blends luxury and authenticity, making it an ideal year-round destination. The hotel's commitment to creating exceptional experiences is reflected in every detail, ensuring an atmosphere of warmth and refined comfort. In 2023, The Capra reopened for the winter season as a newly expanded 38-room boutique luxury hotel with state-of-the-art spa facilities. First introduced in 2015, the hotel has undergone extensive renovation and expansion over the last decade, including adding two additional Chalets to the original hotel structure, all interconnected underground.

The hotel's setting in the heart of the car-free village of Saas-Fee allows for year-round activities accessible within walking distance, including hiking or skiing the Saas-Fee Glaciers, and climbing through the Fee Gorge on the town's via ferrata. Plus, the world's highest rotating restaurant can be reached via cable car, along with other active experiences in the dramatic nature of the Valais around Saas-Fee, which includes 18 peaks over 13,000 feet.

SWITZERLAND'S MOST SUSTAINABLE VILLAGE, SAAS-FEE

Saas-Fee, nestled within the stunning Swiss Alps, is a picturesque village that retains its classic Alpine charm and traditional architecture. The car-free resort, powered by renewable energy, enjoys over 300 days of sunshine annually, making it a favorite among outdoor enthusiasts. Surrounded by impressive peaks including the Dom and Allalinhorn, Saas-Fee provides a striking setting for mountain pursuits. Dedicated to sustainability, the village supports responsible tourism and conserves its pristine environment through community-driven conservation efforts.



The Capra is located at Lomattenstrasse 6, CH-3906 Saas-Fee. Room rates start at \$690, inclusive of breakfast.

[BEHIND THE SCENES PHOTOS OF SI SWIMSUIT SHOOT IN SAAS-FEE](#)

[THE CAPRA PHOTOS + MEDIA KIT](#)

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About The Capra

Situated in the car-free village of Saas-Fee, The Capra (capra.ch) is a five-star boutique hotel that embodies wellness, sustainability, and heartfelt hospitality. Completed in 2025, this chalet-style retreat offers a curated Alpine experience with inviting design, personalized service, and stunning views of the surrounding peaks. Recently recognized with two Michelin Guide Keys in October 2024, The Capra blends luxury and authenticity, making it an ideal year-round destination. The hotel's commitment to creating exceptional experiences is reflected in every detail, ensuring an atmosphere of warmth and refined comfort.

About J.MAK HOSPITALITY

J.MAK Hospitality (www.jmak.com) works alongside leading luxury hotels and residences, destination experts and travel services around the world to connect them with key travel agency partners and broader audiences who will impact their businesses and drive awareness. J.MAK focuses on hospitality brands with personality, helping each client articulate their individual flair, so they can relax, feel confident and authentically stand out. We harness our network to build relationships through in-person and virtual connection, as well as hefty marketing and social media engagement. We are passionate, experienced luxury travel experts disrupting the industry norm.