

RETAIL
PESKO

Lenzerheide, Graubünden



In the charming resort town of Lenzerheide, fourth-generation retailer Pesko boasts an impressive collection of skiwear and sports equipment. Established in 1901 by shoemaker Franz Konrad Pesko, it became the town's first sports shop and today sells and rents out technical gear for winter and summer sports. In the company's store, established in 1989, there are three floors displaying a selection of thermo-sensitive jackets from Italian luxury house Stone Island, South Tyrolean mountain apparel by LaMunt and trainers from Swiss brand On. There's even a contemporary art gallery and espresso bar on the top floor to make the shopping experience into an occasion. pesko.ch

RETAIL
ATELIER TREGER
Lucerne



Couturier Anna de Weerdt and menswear specialist Markus Elmiger started handmaking braces in their living room in 2009. Since then, the braces have been a mainstay, each pair unique and hand-finished. The collection, however, has diversified: there are now bow ties and pocket squares, as well as mens and womenswear from delicate vests and well-cut chinos to crisp linen shirts and bespoke suits. All the pieces are designed by the duo and are made with high-quality materials from European mills. Fittings are an integral part of the experience, with the goal being to "show clients how well-fitting clothes can change their lives", says Elmiger. treger.ch



RETAIL
**GIOVANOLI
SPORT & MODA**
Sils Maria, Graubünden

Known for its tall peaks and lush valleys, the Engadine has attracted hikers and skiers for more than a century – and Giovanoli Sport & Moda has been outfitting them in the village of Sils Maria since 1949. Now run by Annigna Giovanoli (the third generation of Giovanolis) and her husband, Reto Hungerbühler, the shop still supplies sporting gear and outerwear but has adapted to the demand for après-ski attire by stocking contemporary fashion brands such as Claudia Bertini, Petar Petrov and Silvano Sassetti. The shop itself is minimalist and bright with white walls and hardwood and stone floors. Ski and snowboard equipment is also available for rent. giovanoli-sils.ch



RETAIL
MONSIEUR ALAIN
Geneva



Monsieur Alain is a trove of simple, quality menswear on Geneva's Boulevard de Saint-Georges in trendy Plainpalais. The shop offers brands including Orslow, Arpenteur, Sunspel, Paraboote and Portuguese Flannel with every item selected by a team led by Alain Dovat. Working with the Red Cross to establish clothing stores in Geneva gave Dovat a first taste of retail entrepreneurship. The initial Monsieur Alain location opened in Lausanne in 2013, followed by a second in Geneva. "We believe that what you wear should align with how you live," says Dovat. "We appreciate craftsmanship, a job well done, beautiful fabrics and attention to detail." monsieuralain.ch