THE AFFLUENT LIFESTYLE MAGAZINE

Jetset

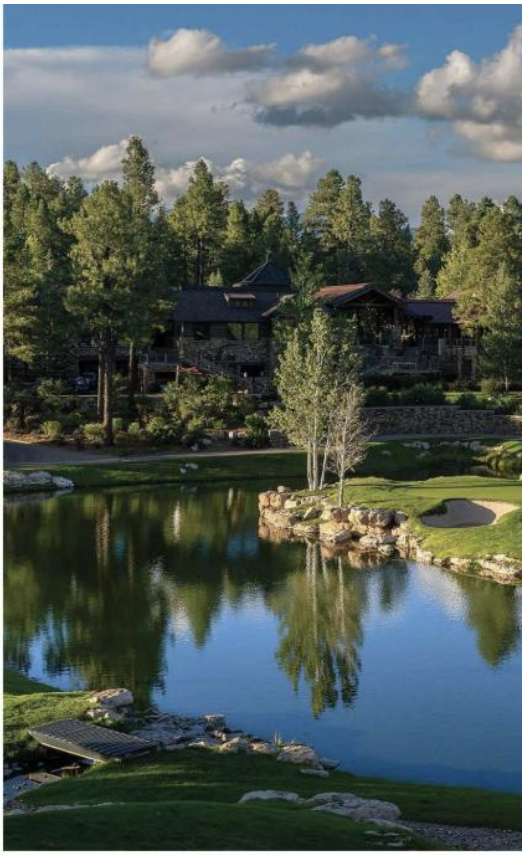
ISSUE 4 · 2026



PARIS HILTON

FROM IT GIRL TO A24





The Mountain, Domesticated

THE ALPINE CLUB

At 10,540 feet in Telluride, The Alpine Club will debut in summer 2027. Set within San Sophia Station, where the gondola connects downtown Telluride with Mountain Village, the forthcoming club is conceived as Telluride's first fully private, on-mountain club—a 26,000-square-foot attempt to make the mountain feel less like somewhere one visits than somewhere one belongs.

Developed by Southworth in partnership with longtime Telluride residents Scott and Lauren Woodward, the project proposes something more ambitious than privileged ski access. The plan folds dining, recovery, conversation and adventure into one continuous altitude, creating what amounts to a private basecamp suspended between town and mountain. Pembrooke & Ives is designing the interiors, with weathered woods, aged metals and saddle leathers intended to draw the landscape indoors without turning the place into an alpine costume.

The old ski lodge treated comfort as aftermath. One endured the mountain, then returned to warmth. The Alpine Club is being designed to erase that border. Plans call for sauna and massage rooms, a cold plunge, fitness center, indoor/outdoor après lounge, dedicated kids room and golf, gaming and multi-sport simulator room with cinema alongside world-class dining and gathering spaces. Members are also expected to have private lockers and gear waiting where they need it, allowing the practical machinery of a ski day to recede quietly into the background.

The distinction matters. Ski culture has traditionally fetishized conquest: first tracks, vertical feet, gradients, black diamonds, the heroic ache in the quadriceps that proves one did not come merely for lunch.

The emerging alpine ritual is increasingly interested in what happens between those moments—the recovery as much as the descent, the lunch as much as the lift, the hour by the fire as much as the hour spent above the tree line.

Because once a destination develops rituals, familiarity and repetition, it stops behaving entirely like a destination. That may be The Alpine Club's real proposition: not simply privileged access to the mountain, but the possibility of making the mountain feel privately continuous.

PHOTOS COURTESY OF THE ALPINE CLUB

