



MOESSMER NEWS

Pure bliss clothed by Moessmer

Ultra-modern comfort and elegance: The new VIP gondola of the Alpen Connecting cable car at Kronplatz is without doubt the most exclusive way to revel in one of the most impressive of World Heritage Sites – the Dolomites. Equipped with the single most exclusive fabrics of Brunico-based textile specialists Moessmer, trusted partners of some of the world's most renowned fashion labels, it is like a dream come true: floating through the air in perfect style.

On this glamorous, relaxed ride to the peak, the stunning views are not the only treat for the senses: Passengers won't be able to resist leaning back comfortably on the luxuriously upholstered seats, clad in prime Moessmer fabric, and marvel at the backdrop – lavishly framed by Moessmer's very finest curtains. An unforgettable experience for up to six persons, and the perfect setting to enjoy a glass or two of the complimentary bottle of a local sparkling wine– chilled in a stylish, built-in champagne cooler. Booking is required on this 30-minute trip of pure indulgence and can be made at olang@kronplatz.org or +39 0474 592035. The total package price is € 100,00 and includes a fine bottle of sparkling wine and some delicious southtyrolean finger food alongside two rides to the top of Mount Kronplatz and one back down to the valley station.

The VIP gondola is by no means Moessmer's first innovative venture into transportation: The long-standing textile manufacturer also supplies premium-quality, functional Loden fabric with the highest fire protection classification for the distinctive FLIRT trains in South Tyrol and a number of trains of Ferrovie dello Stato Italiane, the main Italian rail operator.

Founded in 1894, Moessmer is one of only very few remaining textile companies with in-house manufacturing processes, handling their own production from raw wool all the way to the finished fabric. Today, Moessmer exports to every corner of the world and has teamed up with top fashion labels among which Dolce&Gabbana, Chanel, Prada, Gucci, Brunello Cucinelli, Louis Vuitton, Etro and many more. This partnership has produced some of the most exclusive fabrics showcased on the catwalks of Paris, Milan, New York, London and Shanghai.

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