



Fondazione  
Altagamma



## **ALTAGAMMA ITALIAN EXPERIENCES BY IC BELLAGIO**

**Altagamma and IC Bellagio to offer exclusive behind-the-scenes access to major Italian brands**

December 1<sup>st</sup>, 2016. Altagamma and IC Bellagio launch **Altagamma Italian Experiences by IC Bellagio**, programme to provide unique, behind-the-scenes experiences at some of Italy's most iconic brands.

This innovative project, conceived by Altagamma Foundation which gathers and promotes worldwide the most extraordinary Italian brands, is aimed at increasing the number of luxury travelers to Italy, which account for approximately 5% of the over 50 millions foreign tourists who visited Italy in 2016.

The aim of the program is to present the Italian brands as tourist destinations in their own right. Each brand is recognized worldwide as an icon of excellence, creativity, handicraft and customer service.

Altagamma Italian Experiences by IC Bellagio have been designed to help attract international luxury tourists, bringing direct and indirect benefits to the entire country.

IC Bellagio creates unique and extraordinary travel experiences for international clients to Italy. These itineraries are now enriched with **unique and exclusive experiences connected with the Altagamma companies**. Examples include: visits to ateliers, design houses, workshops, company headquarters, wine-tasting at world-renowned canteens, meetings with entrepreneurs and owners to better understand their projects and growth.

**Altagamma Italian Experiences by IC Bellagio** blend nature, art and culture and represent an opportunity to make direct contact with the production and the design studios which have brought the Italian brands to the top of their sectors worldwide.

The project will include those Altagamma companies which offer unique experiences – totally different from anything offered so far – which will be customised for the requirements and expectations of each client. These will be experiences specifically created for a limited number of clients and which will be available from 2017.

Paolo Zegna, Vice President of the Altagamma Foundation, said: *“Altagamma Italian Experiences by IC Bellagio represent an extraordinary possibility of promotion for the entire Country, because they bring to life and give value to the renowned quality and fame of our brands. This is an answer to the growing interest from an international clientele towards the heritage and the craftsmanship of our products, two truly distinctive elements of the Italian brand products”*.

Andrea Grisdale, CEO and Founder of IC Bellagio, said: *“IC Bellagio has been providing unique, tailor-made travel experiences to Italy since 1999. For high-end leisure travellers looking for life-changing experiences of an authentic Italy, we craft hassle-free, customized itineraries perfectly*



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*matched for each traveler. Altagamma Italian Experiences by IC Bellagio takes our proposition one step further to provide behind-the-scenes access to some of Italy's most iconic fashion, hospitality, design and automotive brands. It is a perfect match and one which I am delighted to be able to offer to our clients".*

## ENDS

**Altagamma Foundation** gathers and promotes worldwide the most extraordinary brands of the cultural and creative Italian High Industry, ambassadors of the Italian lifestyle. Unique for its versatile character, it comprises companies from extremely diverse sectors, from fashion to design, from hotellerie to nautical area, from food to jewelry.

**Altagamma Partners.** FASHION: *Agnona, Alberta Ferretti, Bottega Veneta, Brioni, Brunello Cucinelli, Corneliani, Emilio Pucci, Ermenegildo Zegna, Etro, Fedeli Cashmere, Fendi, Corneliani, Gucci, Herno, Isaia, Loro Piana, Max Mara, Missoni, René Caovilla, Salvatore Ferragamo, Sergio Rossi, Stone Island, Versace, Valentino.* DESIGN: *Alessi, Alias, Artemide, B&B Italia, Bisazza, Boffi, Danese, Driade, FontanaArte, Frette, Kartell, Living Divani, Moroso, Poltrona Frau, Venini, Zanotta.* HOSPITALITY: *Bauer, Bellevue Syrene, Belmond Hotel Splendido, Bulgari Hotel, Capri Palace Hotel&Spa, Cristallo Hotel&Spa, De Russie, L'Albereta, L'Andana, Lungarno, Masseria San Domenico, Principe di Savoia, Relais San Maurizio, Town House Galleria, Verdura Hotel&Spa, Villa d'Este.* FOOD&BEVERAGES: *Agrimontana, Allegrini, Baratti&Milano, Bellavista, Biondi Santi, Ca' del Bosco, Caffarel, Calvisius, Cantine Ferrari, Domori, Feudi di san Gregorio, illycaffè, Livio Felluga, Luce della Vite, Masi, Mastrojanni, Nonino, Ornellaia, S.Pellegrino, Segnana.* MOTORS: *Ducati, Ferrari.* NAVIGATION: *Amico&Co, Arcadia Yachts, Baglietto, Benetti, Cantiere delle Marche, Cantieri Navali del Mediterraneo, Perini Navi, Riva Yacht.* JEWELRY: *Buccellati, Bulgari, Vhernier.* OTHER SECTORS: *Acqua di Parma, Aurora, Omas, Manifatture Sigaro Toscano, Moleskine, Skira, Technogym.*

[www.altagamma.it](http://www.altagamma.it)

**IC Bellagio** is a multi-award-winning company which specializes in the creation of unique and extraordinary travel experiences, built to satisfy even the most demanding client. These experiences focus on the Italian territory and they are explicitly created with the aim of giving value to the uniqueness of our territory and of sharing the beauty and the excellence which make Italy unique and outstanding in the international scenario.

[www.icbellagio.com](http://www.icbellagio.com)