

## ALTAGAMMA ITALIAN EXPERIENCES

### *Exclusive behind-the-scenes moments at the Italian Luxury brands for International and refined tourists*

December 3<sup>rd</sup>, 2018 - The **Altagamma Italian Experiences** are a unique way to live behind-the-scenes experiences at some of Italy's most iconic brands. The project was launched in 2016 by the Altagamma Foundation, which gathers High-End Italian Cultural and Creative Companies, recognized globally as authentic ambassadors of Italian style, operating in multiple sectors among which fashion, design, jewellery, food, hospitality, automotive, yachts and wellness.

Paolo Zegna, Vice President of Altagamma and Project Leader, said: *“Altagamma Italian Experiences bring to life and give value to the renowned quality and reputation of our brands but also represent an extraordinary opportunity to promote the entire Country. They are an answer to the International tourists’ growing interest for heritage and craftsmanship: two distinctive elements of the Italian most loved brands”.*

The aim of the project is to offer a unique opportunity to high-end tourism to go straight to the heart of the Italian brands, mainly recognized worldwide as icons of excellence, creativity and handicraft. Altagamma Companies might welcome an ever-growing international tourism looking for the next new Italian experience.

The visits include **exclusive experiences connected with the Altagamma companies** such as: visits to ateliers, design houses, company headquarters and production areas, wine-tasting at world-renowned vineyards, meetings with entrepreneurs to better understand their projects and growth. All the Experiences are specifically created for a limited number of clients and different from anything offered so far and are meant to be customised for the requirements and expectations of each client.

The project is coordinated by *Indigenus*, part of the *San Domenico Hotels Group*, which always combines a strong hospitality identity featuring tailored service at the highest level.

Altagamma Italian Experiences are proposed by the most qualified agencies, tour operators and Destination Management Companies.

International visitors interested in heritage, Italian lifestyle and savoir faire can thus acquire a more comprehensive view on our brands' signature in a relaxed, warm and entertaining atmosphere. The focus is on the “how to make it” aspects but all of it can be tailor made to the needs of the most refined and sophisticated travellers. Among the most requested visits so far organized: **Brunello Cucinelli, Emilio Pucci, Ermenegildo Zegna, Gucci, Isaia, René Caovilla, Versace** (Fashion), **Agrimontana, Allegrini, Ca' del Bosco, Cantine Ferrari, Domori, Feudi di San Gregorio, illycaffè, Masi Agricola, Ornellaia** (Food&Beverage), **Alessi, Blsazza** (Design Furniture), **Vhernier** (Jewelry), **Azimut Benetti** (Yachts), **Ducati** (Motorbikes), **Aurora** (Pens), **Manifatture Sigaro Toscano** (Cigars), **Technogym** (Wellness).

More info at: [www.altagammaitalianexperiences.com](http://www.altagammaitalianexperiences.com)

## ALTAGAMMA MEMBERS

**FASHION:** Agnona, Alberta Ferretti, Bottega Veneta, Brioni, Brunello Cucinelli, Corneliani, Emilio Pucci, Ermenegildo Zegna, Etro, Fedeli Cashmere, Fendi, Gucci, Herno, Isaia, Loro Piana, Max Mara, René Caovilla, Salvatore Ferragamo, Sergio Rossi, Stone Island, Tod's, Valentino, Versace.

**DESIGN FURNITURE:** Alessi, Alias, Artemide, B&B Italia, Bisazza, Boffi, Danese, Driade, Fantini, FontanaArte, Giorgetti, Kartell, Living Divani, Moroso, Poltrona Frau, Porro, Riva 1920, Valcucine, Zanotta.

**HOSPITALITY:** Bauer, Bellevue Syrene, Belmond Hotel Splendido, Bulgari Hotel Milano, Capri Palace, Cristallo Resort & Spa, Hotel De Russie, L'Albereta, L'Andana, Lungarno Collection, Masseria San Domenico, Hotel Principe di Savoia, San Maurizio 1619, Town House Galleria, Verdura Resort, Villa d'Este.

**FOOD&BEVERAGES:** Agrimontana, Allegrini, Baratti&Milano, Bellavista, Biondi Santi, Ca' del Bosco, Calvisius, Ferrari Trento, Domori, Feudi di San Gregorio, illycaffè, Livio Felluga, Luce della Vite, Masi Agricola, Mastrojanni, Nonino, Ornellaia, S.Pellegrino, Segnana.

**AUTOMOTIVE:** Alfa Romeo, Dainese, Ducati, Ferrari, Lamborghini, Maserati.

**YACHTS:** Amico&Co, Arcadia Yachts, Baglietto, Benetti, Cantiere delle Marche, Cantieri Navali del Mediterraneo, Perini Navi, Riva.

**JEWELRY&HARD LUXURY:** Aurora, Buccellati, Bulgari, Chantecler, Pomellato, Vhernier.

**OTHERS:** Acqua di Parma, Manifatture Sigaro Toscano, Moleskine, Skira, Technogym.

## ALTAGAMMA

Altagamma gathers the best High-End Italian Cultural and Creative Companies and promotes the Italian Excellence and Lifestyle with a unique cross-sectorial approach. Altagamma members operate in multiple fields among which fashion, design, jewellery, food&beverage, hospitality, automotive, yachts and wellness. Our mission is to increase the competitiveness of the high-end industry, contributing to Italy's economic growth. As an ambassador to the world of the Italian lifestyle, Altagamma is a creative and cultural ecosystem and one of the most important accelerators of Made in Italy. [www.altagamma.it](http://www.altagamma.it)

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