

ALTAGAMMA ITALIAN EXPERIENCES BY IC BELLAGIO

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

Altagamma and IC Bellagio established **Altagamma Italian Experiences by IC Bellagio** to provide unique behind-the-scenes experiences at some of Italy's most iconic brands.

This innovative project, studied by the Altagamma Foundation, promotes the most extraordinary Italian brands world-wide. Each brand is recognised as an icon of excellent quality, innovation, creativity, handicraft and customer service – a leader in their field.

The Altagamma Italian Experiences were conceived to provide access to these Italian brands to discerning visitors to Italy. This is about passionate Altagamma companies meeting with travellers who are fond of the Italian design and top quality products.

IC Bellagio, the highly regarded Italian destination management company, operates the program and works with each brand to create unique and extraordinary travel experiences customised to the needs of the individual visitor. Examples include: visits to ateliers, design houses, workshops, company headquarters, wine-tasting at world-renowned vineyards, and meetings with entrepreneurs and owners to better understand their projects and growth.

Paolo Zegna, Vice President of the Altagamma Foundation, said: *“Altagamma Italian Experiences by IC Bellagio represent an additional possibility of promotion for Italy. They offer the possibility to go beyond what is normally visible of the Italian products: they allow the visitors to see by whom, where and how they are conceived, how they are produced and with what manufacturing skills and technologies. This in response to the growing interest from international clientele in the heritage and the craftsmanship of our product. We are confident that these Altagamma Italian Experiences will be enjoyed by Australians as we know they have always admired and appreciated Italian products and are showing a deep curiosity to more about them. IC Bellagio is well established and supported by Julie Denovan Marketing in Australia and will do a great job to make the project well known in your country.”*

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 authentic Italy, we craft hassle-free, customised itineraries perfectly matched for each traveller. 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”.*

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BACKGROUND

Altagama 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, the foundation comprises companies from extremely diverse sectors, from fashion to design, from hoteliers to nautical pursuits, from food to jewellery.

Altagama 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, Versace, Valentino.* DESIGN: *Alessi, Alias, Artemide, B&B Italia, Bisazza, Boffi, Danese, Triade, Fantini, FontanaArte, Giorgetti, Kartell, Living Divani, Moroso, Poltrona Frau, Porro, 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, Calvisius, Cantine Ferrari, Domori, Feudi di San Gregorio, illycaffè, Livio Felluga, Luce della Vite, Masi, Mastrojanni, Nonino, Ornellaia, S.Pellegrino, Segnana.* MOTORS: *Alfa Romeo, Ducati, Ferrari, Lamborghini, Maserati.* YACHTS: *Amico&Co, Arcadia Yachts, Baglietto, Benetti, Cantiere delle Marche, Cantieri Navali del Mediterraneo, Perini Navi, Riva Yacht.* JEWELRY: *Buccellati, Bulgari, Chantecler, Vhernier.* OTHER SECTORS: *Acqua di Parma, Aurora, Omas, Manifatture Sigaro Toscano, Moleskine, Skira, Technogym.*

www.altagama.it

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IC Bellagio is a multi-award-winning company which specialises 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

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