

# ALY IN WANDERLAND

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## Italy in Vogue Press Release

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Hello,

With the New York runways kicking off a series of international fashion weeks, including Milan in late September, luxury travel specialists Zicasso have turned their eyes to blend high fashion and exclusivity to showcase the best of luxury Italian style, custom-tailoring an exclusive 10-day Italy in Vogue tour that offers **exclusive access to Milan Fashion Week**.

Showcasing some of the most iconic works of Italian fashion houses specializing in everything from haute couture to fine jewelry, this tour explores the fashion realms of **Armani, Fendi, Ferragamo, Prada** and the famed jeweler **Bulgari in Milan, Florence, Tuscany, and Rome**. Go behind the scenes of the world of Italian fashion and style, and get unparalleled access to world-renowned luxury couturiers and their exclusive collections.

Dates are customizable, but guests wishing to indulge in a once-in-a-lifetime experience of attending the Milan Fashion Week should plan their trip to coincide with the **2018 Milan Fashion Week, February (21-27) for the Fall/Winter exhibition or September (19-25) for the Spring/Summer exhibition**, where Zicasso can arrange access to the premier fashion show typically reserved only for A-list celebrities and industry magnates.



Photo Credit: Ahmad Ardity

Pricing begins at \$9,899 USD per person based on double occupancy. This VIP experience includes access to Milan Fashion Week, 9 privately guided tours including exclusive behind-the-scenes access to Bulgari, Armani, Fendi, Prada, and Ferragamo experiences, as well as a private master class in the art of perfume-making, private after-hours tour of the Rolex laboratory, opera at Teatro dell'Opera di Roma, visit to the Italian Institute of Fashion, 6 days with professional English-speaking fashion shoppers, 9 nights in premier accommodations with breakfast included, all private transfers by Mercedes vehicles, 1 cellphone and Italian SIM card with 4G Technology for use while in Italy, and 24/7 telephone assistance while travelers stay in Italy, entry tickets for the museums and other attractions and services as in the itinerary. This itinerary can also be customized for other periods of the year. International airfare is not included.

#### Highlights Include:

- Experience the heart of Italian and global fashion with exclusive access to Milan Fashion Week
- Bask in the opulence of Bulgari in a private workshop where travelers learn about the illustrious history of the brand, see rare and unique pieces from the private collection and model renderings
- Gain behind-the-scenes access to luxury courtiers and boutiques with your very own professional English-speaking fashion shoppers
  - Relish a master class in perfumes during a private tutorial exploring fragrance concepts and compositions, where you can take home a bottle of your own specially personalized fragrance
- Traverse the galleries of the Armani Silos for an intimate view into the evolution of Armani designs through the archives and displays of past collections
- Enjoy a private VIP fashion show at the Ferragamo Boutique in the heart of Florence followed by aperitifs
- Lounge in elegant style while staying in premier accommodations, including a private villa owned by the Ferragamo family in the hills of Tuscany
- Revel in an after-hours private tour of the Rolex laboratory, learning about the craftsmanship and the production of the world-renowned timepieces
- Visit the Italian Institute of Fashion, where you will discover the innovative drive behind the Italian fashion world, such as the roles of designers, models, tailors, and more
  - Savor a night of opera at Teatro dell'Opera di Roma in Rome; a sensational performance theater erected in 1880 that has hosted the likes of Maria Callas, Andrea Bocelli, and Luciano Pavarotti
  - Stroll through "The Mall," Italy's preeminent luxury brand shopping venue located in Tuscany, featuring a dynamic collection of Italian and international designer boutiques

#### Milan: Days 1 – 4: Italy's Fashion Capital

The mind of any fashion enthusiast wanders first to Milan when thinking of Italy, so it stands to reason that the journey begins in Milan, just in time for fashion week!

Start slowly with a visit to **Quadrilatero d'Oro, Milan's Fashion District**, accompanied by a discerning personal shopper. If you fancy a watch for yourself or a special someone, **venture to the Rolex**

**Orologeria**, a boutique gallery known as the location connoisseurs shop for priceless stylish watches

As fashion has always been an art form influenced by various disciplines, enjoy visits to some of Milan's most exciting museums. Marvel at the Futuristic paintings (and over 400 works from international artists like Picasso and Kandinsky) on display at the **Museum of the Twentieth Century**, with a particular focus on the use of color, shape and movement and texture. **Explore the Armani Silos**, exhibiting 40 years of Armani fashion, from design archive photos and sketches to shimmering evening gown models, all housed over four floors of a repurposed Nestlé granary. **Admire the much-lauded Fondazione Prada**, an institute dedicated to contemporary art and culture, co-chaired by Italian fashion designer and businesswoman Miuccia Prada.

After celebrating inspiration for fashion designers, witness their handiwork in action at the Via Clerici where you will have the **once in a lifetime opportunity to attend a Milan Fashion Week Show\*** and spend an evening at Milan's famous Michelin-starred restaurant Cracco, a favored spot for both foodies and fashionistas.

### **Tuscany & Florence: Days 5 – 7: Style Under the Tuscan Sun**

**The ultimate shopping experience awaits at The Mall in Leccio**, surrounded by the iconic hills of the Tuscan countryside. Here at Italy's largest luxury fashion market, shoppers can browse through the collections of exclusive designer wares such as Gucci, Cavalli, Armani, Valentino, Loro Piana and Zegna.

After an exciting day of shopping, retire for a **stay at an exclusive estate connected to the Ferragamo family**, located at the heart of a charming medieval village. The following day provides an intimate look at the storied brand with an **exclusive tour of the Ferragamo boutique** in the heart of Florence, housed in a 13th-century palazzo. A room reserved for a **private fashion show** and a downstairs museum features a rotating display of shoes (the brand's hallmark product) dating back to the 1920s.

On the last day in Florence, pay homage to the art of fragrance, with a **visit to a master perfumer's workshop**. Located in an 18th-century palace, the workshop pays homage to the work of Renaissance scientists funded by the Florentine Medici family, who attempted to understand how humans could extract scents from plants. Under the guidance of a master perfumer, experiment in **mixing scents to create a small bottle of your own personalized fragrance to take home with you**.

### **Rome: Days 8 – 10: Eternal Fashion in the Eternal City**

From your home base in an enchanting hotel near the fashionable Roman street of Via Condotti, chauffeured by a luxury Mercedes, conclude your fashion journey by spending three luxurious days in Rome. Engage with **Fendi**, the Italian luxury fashion house based in Rome by **visiting Palazzo Fendi**, which blends sumptuous shopping with unparalleled accommodation. The ground floor of Palazzo Fendi hosts the company's largest flagship boutique while two floors above promote the retail heritage of the brand with boutique hotel rooms designed by designer Gwenaél Nicolas

Discover how newcomers are shaping the future of fashion with a private tour of the **Italian Institute of Fashion**. Operating since 1987, the institute, founded under the guidance of Agata di Giannantonio, offers courses in costume design, model making, fashion journalism, marketing and also fabric design.

As a culmination of your stay in Rome, indulge in the **Bulgari Experience** at the iconic boutique shop of one of Italy's most famous jewelry designers. A favored brand of world-famous women from Sophia Loren to Ingrid Bergman to our own Elizabeth Taylor (whose collections are all on display), the Bulgari experience presents a documented history of the brand's luxurious style with a Heritage Collection of unique pieces, photographs, and sketches.

For more information about this and other fabulous Italian itineraries, please visit: [Zicasso.com/Italy](http://Zicasso.com/Italy)

\*Access to the Milan Fashion Show is contingent upon the date of travel and availability.

#### About Zicasso

Zicasso is an online luxury travel referral service that matches discerning travelers with the industry's top 10% travel specialists. Zicasso gives busy, discerning consumers a hassle-free way to obtain customized, unique, and authentic travel experiences rarely found on existing online sites. To ensure the highest quality and value, each travel specialist is pre-qualified by Zicasso using a rigorous screening process and rated by real travelers who used *Zicasso*. For more information, visit [www.zicasso.com](http://www.zicasso.com).

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