

TRAVEL / DESTINATIONS

## This Over-the-Top Trip Through Italy Is Tailor-Made for Fashion Lovers

Zicasso's Italy in Vogue tour gives guests exclusive access to the biggest brands and chicest hideaways in Milan, Florence, and Rome.

BY PHOEBE NEUMAN ON JANUARY 10, 2018



### RELATED ARTICLES

- Palazzo Volpi Is Venice's Chicest New Hideaway
- All Aboard! Golden Eagle

It's not hard to plan a trip to please a fashion fanatic, as touching down in any one of the world's shopping meccas—from staying at [Hôtel de Crillon](#) just steps from Paris' Rue Saint Honoré and Champs-Élysées to enjoying back-door access to Bergdorf Goodman with a stay at the Mark hotel in New York City—should do the trick. That said, the new [Italy in Vogue](#) itinerary from luxury travel outfitter Zicasso blows just about every other chic getaway out of the water.

a Once-in-a-Lifetime  
Tour of Britain

- Exploring the Wonders  
of Japan by Superyacht

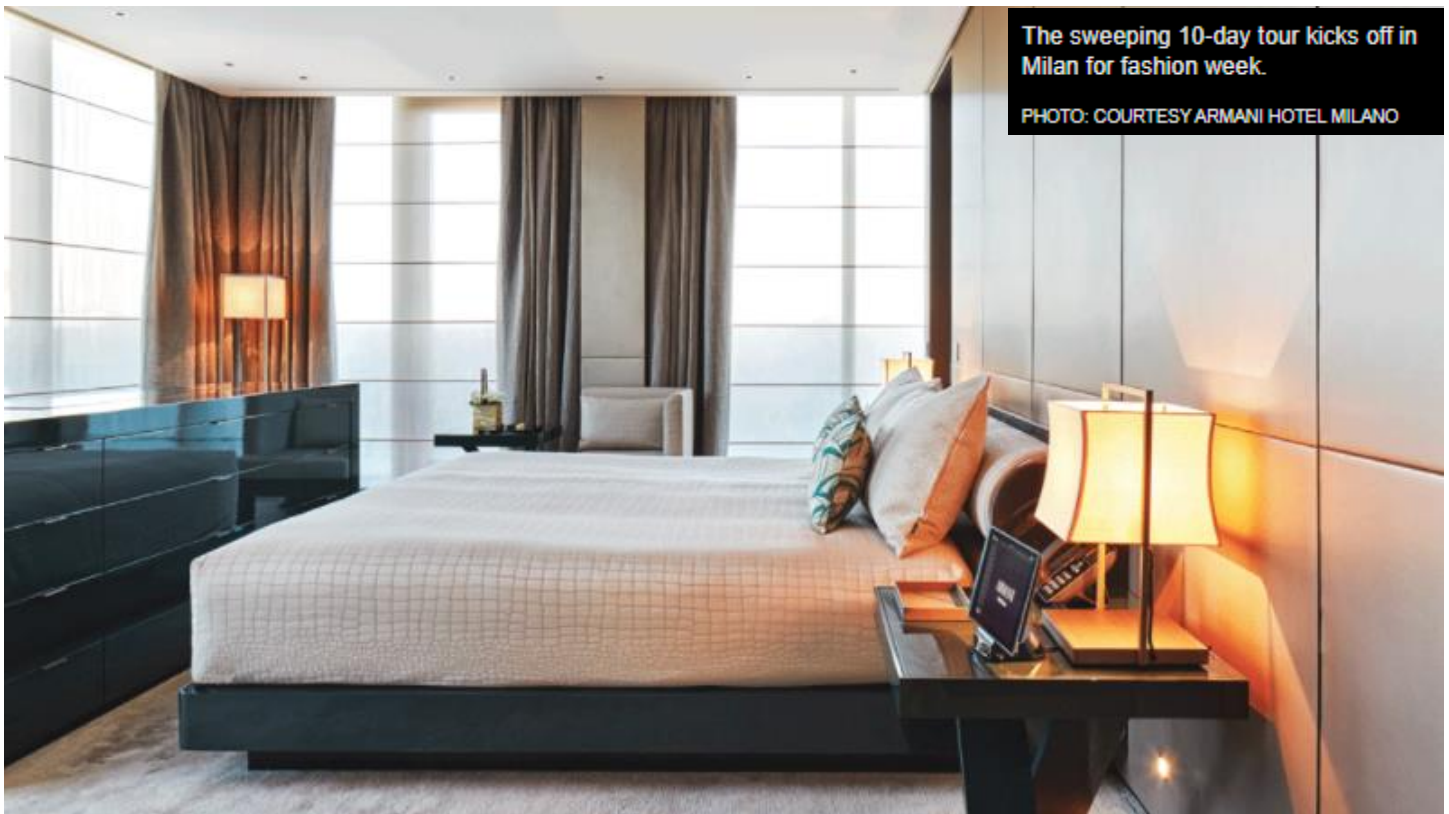
The 10-day tour of the country is centered around [Milan](#) Fashion Week (fall/winter collections show from February 21–27 and spring/summer collections from September 19–25), giving guests unparalleled access to exclusive runway shows, behind-the-scenes looks at some of [Italy's](#) biggest brands, and, of course, plenty of opportunity to shop.

The trip kicks off with 5 stylish days in [Milan](#), where guests will set up camp in a spacious suite at either the sleek [Armani Hotel](#) or the over-the-top [Bulgari Hotel](#). From there, they'll get their bearings in the city (and pick up any fashion week necessities) with a personal-shopper-led tour of Quadrilatero d'Oro, where they will make their way through the world-renowned boutiques like Scimat, Ermenegildo Zenga, and Larusmiani that dot [Via Montenapoleone](#). The following day will be spent touring the city's new Museo del Novecento contemporary art museum before guests head to Via Clerici to immerse themselves in all of the action of fashion week and dine alongside the industry's who's-who at the ever-popular Cracco.

The trip to Milan wraps up with a tour of the Armani Silos—a Nestlé-granary-turned-fashion-museum displaying 40 years of Giorgio Armani's designs—and the Fondazione Prada art museum. From there, guests will head south to [Florence](#) for a glimpse into the world of Salvatore Ferragamo. After settling in, the brand will stage a private fashion show at its Palazzo Spini Feroni headquarters and treat guests to a private tour of the store and attached Salvatore Ferragamo Museum while they enjoy handcrafted Negronis. Guests will then receive a private lesson in the art of perfume in the city before a chauffeured Mercedes-Benz whisks them to the Tuscan countryside for a quiet stay at the Ferragamo-family-owned Il Borro estate.

The tour comes to a close with two nights in [Rome](#) at the *Robb Report Best of the Best*-winning [Palazzo Fendi](#). The minimalist all-suite property will serve as the guests' home base as they conclude the once-in-a-lifetime trip with a tour of the Italian Institute of Fashion, a private shopping experience at Bulgari, and stops at some of the [Eternal City's](#) biggest landmarks.

➤ [ARMANI FLORENCE ITALY MILAN ROME](#)



The sweeping 10-day tour kicks off in  
Milan for fashion week.

PHOTO: COURTESY ARMANI HOTEL MILANO



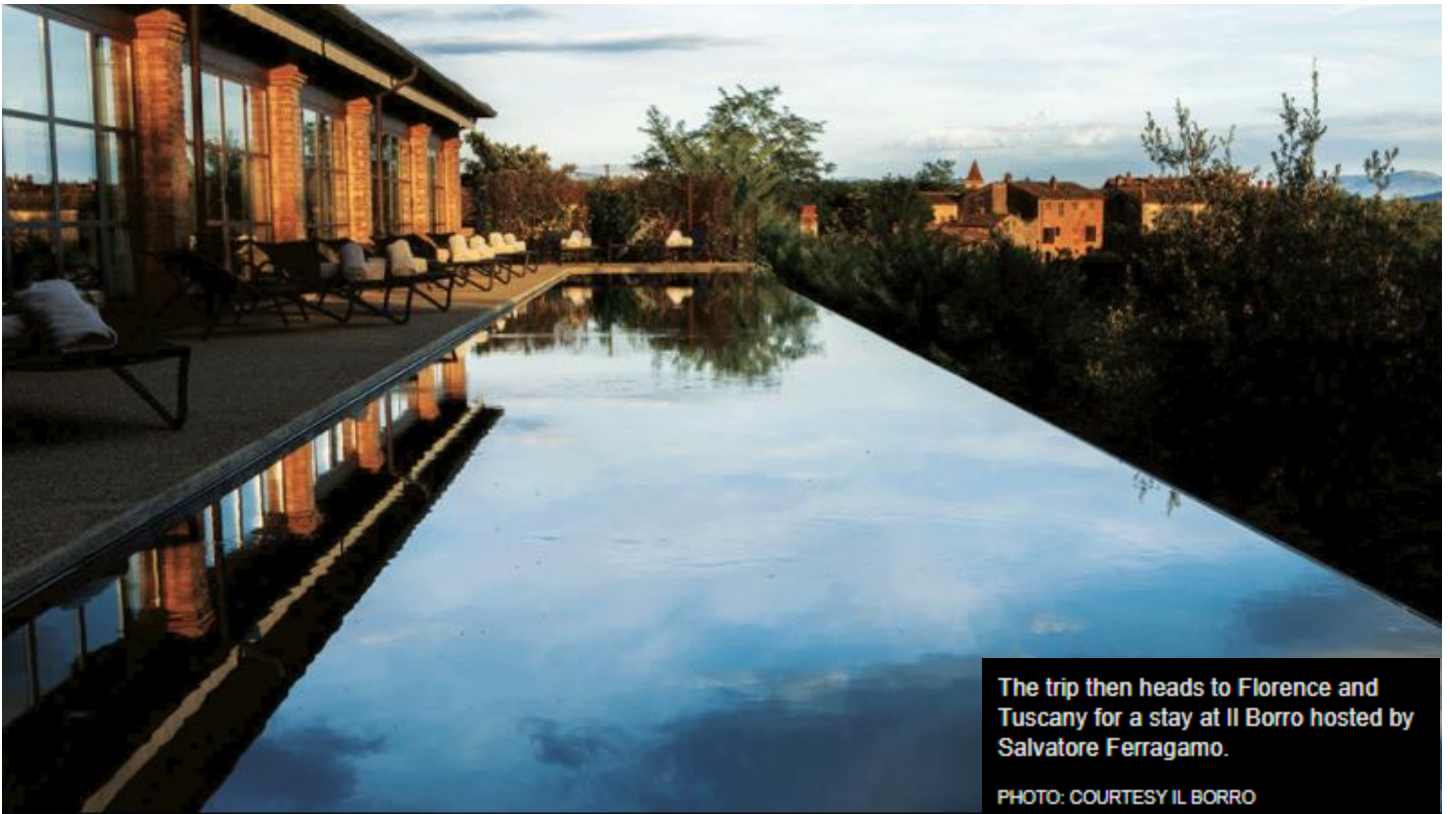
Guests can stay at the chic Armani Hotel or the opulent Bulgari Hotel (shown here).

PHOTO: COURTESY BULGARI HOTEL MILAN



Guests will get exclusive access to some of fashion week's biggest shows while in Milan.

PHOTO: COURTESY SAMBA/SHUTTERSTOCK

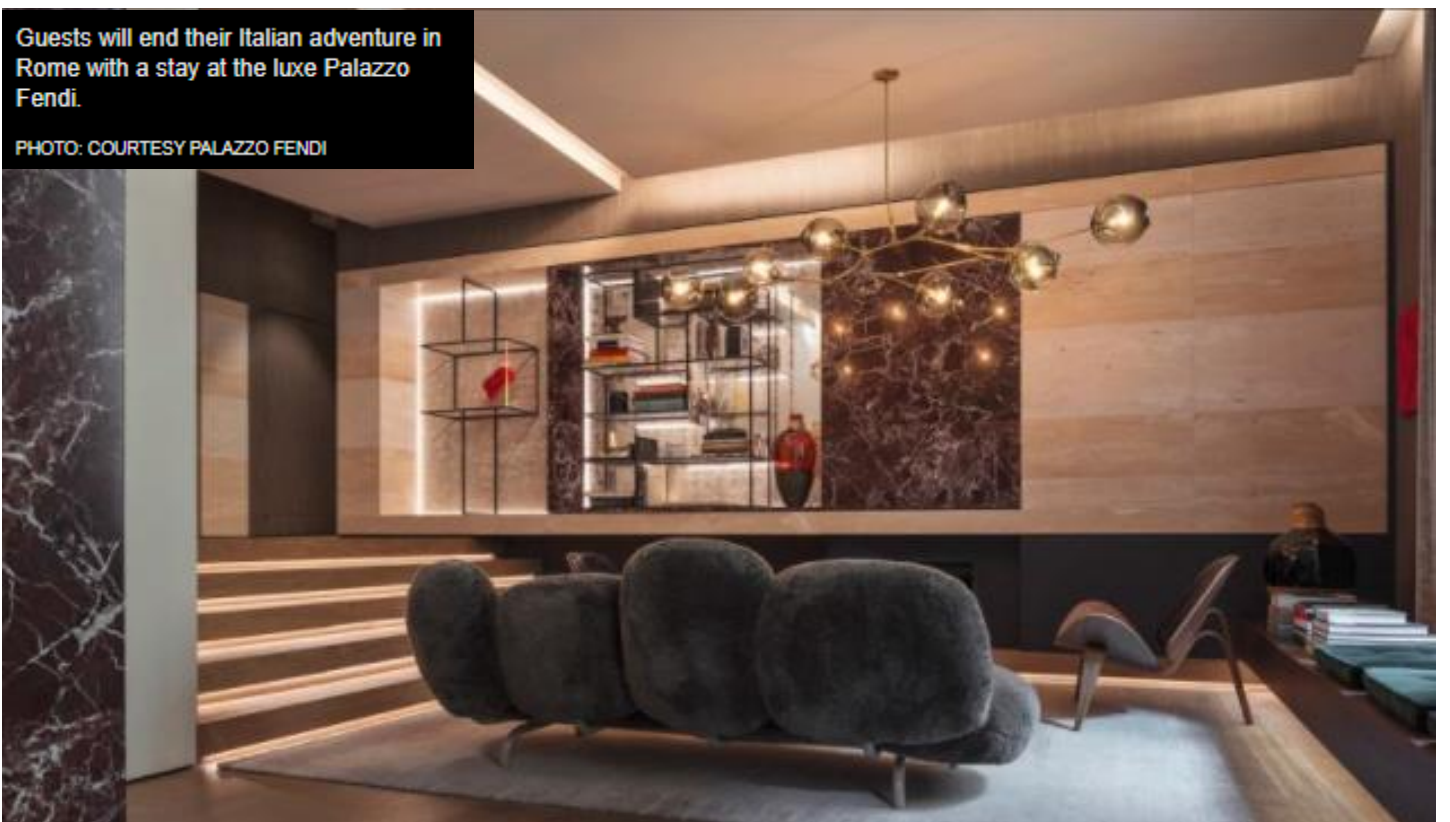


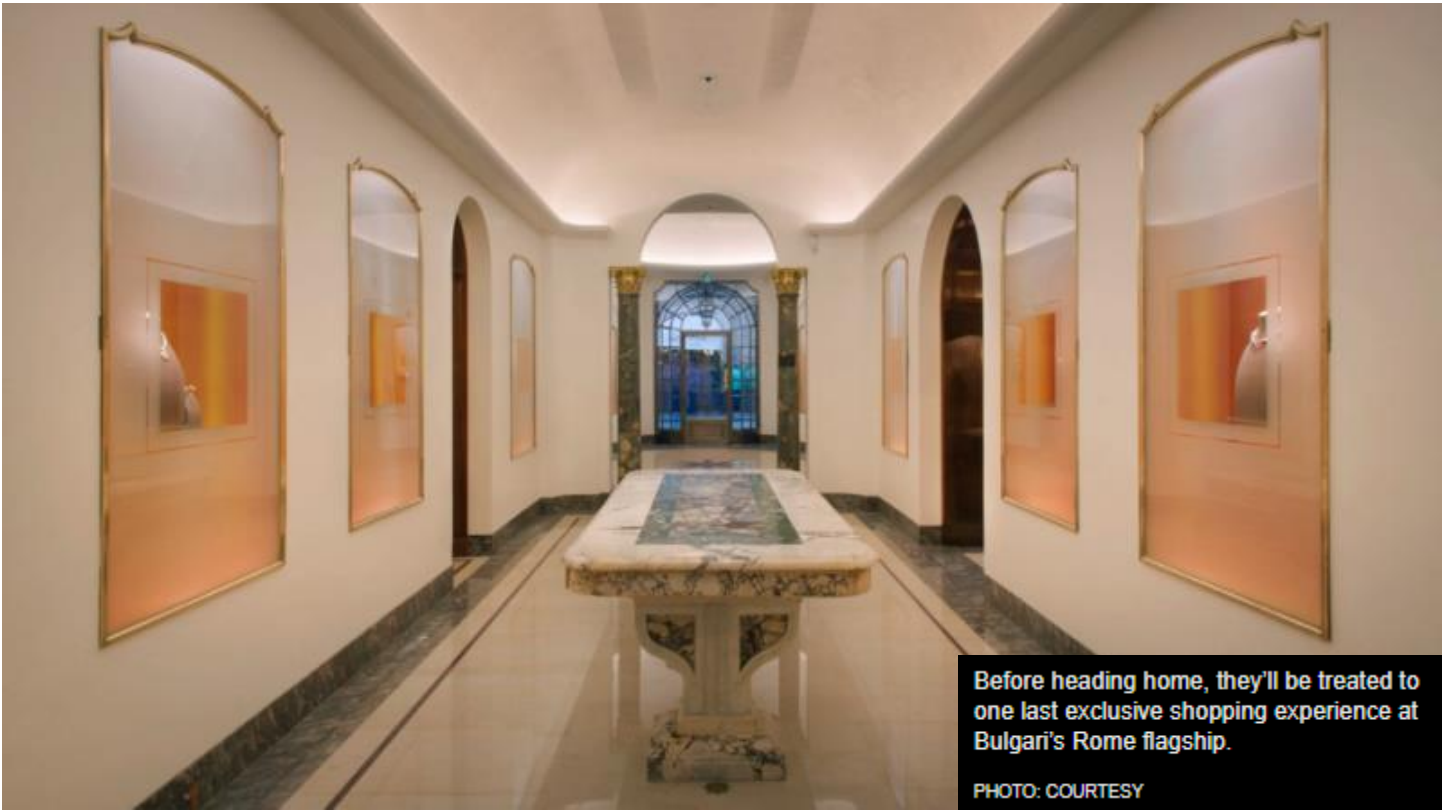
The trip then heads to Florence and Tuscany for a stay at Il Borro hosted by Salvatore Ferragamo.

PHOTO: COURTESY IL BORRO

Guests will end their Italian adventure in Rome with a stay at the luxe Palazzo Fendi.

PHOTO: COURTESY PALAZZO FENDI





Before heading home, they'll be treated to one last exclusive shopping experience at Bulgari's Rome flagship.

PHOTO: COURTESY