

TOURISM | EVENTS PLANNING | LUXURY & FASHION | CULINARY



BUSINESS ENHANCING  
**EXPLORATORY EXCURSIONS** TAILOR -MADE, ITALIAN -DESIGNED

- Add authenticity and background to Italian-inspired products and services
- Provide insight and tools for business expansion and development
- Provide content for strategic enhancement and planning
- Provide contacts to develop viable collaborations



# SUMMER

# WINTER

## *Year-Round Celebrations*

We could literally spend a year traveling the country to try and uncover the rich and varied cultural history that shapes “Made in Italy” brands.

There is always something exciting going on in luxury & fashion in Florence at the **FERRAGAMO** and **GUCCI MUSEUMS**.

Summer, however, transforms Florence and Rome into a flurry of Haute Couture Activities:

- **PITTI UOMO**, Florence’s largest men’s fashion exhibitions
- **PITTI IMMAGINE** weeks devoted to children and women’s fashion
- **ALTA ROMA**’s large-scale Fashion Week shows, parties, and other events in Rome

*Italianizanten*  
RELATIONSHIP BUILDING CONSULTING

“The **second day** was certainly one to remember. We visited the famous **chocolate factory in Perugia, PERUGINA**. We even received free chocolate at the end which always makes for a perfect ending. We need to experience Italy through all of our five senses and especially utilize a sixth sense, memory.”

– Emily Crawford

**TAILORED VISION AND NEEDS**

“We experienced Florence in a whole different way through our **TASTE OF FLORENCE** tour.” – Nicole Selby

"Definition of a relationship: an enduring, mutually-agreed upon connection or union, which fulfills certain needs of the individuals involved and the society in which they live." – Leo Buscaglia

# RELATIONSHIP BUILDING

Creative, goals-specific strategic plans build cross-cultural, cross-disciplinary strategic programs based on tailored vision and needs. The exploratory excursion includes group workshops. **INDUSTRY COLLABORATORS HELP DEVELOP VISION AND GUIDE SOLUTIONS.**

# UP CLOSE & PERSONAL



## NICHE EXCURSIONS:

FASHION.TOURISM.EVENTS.CULINARY

*Meet and learn from Italian tourism, events, culinary, luxury and fashion experts.*

What we appreciate about our lifestyles — from varieties of ethnic and cultural cuisines, fashion and entertainment to travel and tourism, to the essence of southern hospitality — are all opportunities to contribute creative and unique ideas based on culturally relevant experiences.

Participants develop a level of authenticity for the cultural lifestyles that they seek to leverage, imitate, enhance and/or brand. *Experience it firsthand. Cultivate skills needed to create and maintain acculturative, productive workplace environments.*

“From the miraculous views of Italy, to the more advanced sense of style of the Italian people, to the rich history of Italy, **EVERYTHING WAS TRULY ENRICHING.**”

– *Darrien Drummond*



## NETWORKING & COLLABORATIONS



“We have been able to **MEET AMAZING PEOPLE WITH ENDLESS KNOWLEDGE AND INFORMATION ABOUT TOURISM IN ITALY.** Even though tourism has benefits such as the endless obvious economic ones, there are downsides to tourism as well. We have been able to learn not only about the different kinds of tourism that are popular here in Italy, but also what the tourism and people that come to visit are doing to the cities.” – *Heather Hudson*

# EXPECT THE UNEXPECTED

“It was an amazing opportunity to be SEATED FIVE ROWS FROM THE ALTAR AND POPE FRANCIS. It was definitely something that I will never forget.” – Heather Hudson

“Meeting the MAYOR OF ASSISI, MR. CLAUDIO RICCI, was quite an awe-inspiring experience too. We learned from him that it is essential to know the center for tourism in a place, and that it is not only important to have big events but also smaller everyday events too. He explained to us that they are trying to work on the relationship between the six million tourists and 30,000 locals. The relationship between them is essential because it helps to bring tourists back and tell others about the place as well.” - Emily Crawford

Traveling the Italian landscape for 50 days, Journalist Donatella Sartorio wrote in her book, *The Italian Touch* (commissioned by Italian luxury brand, Tod's), that her goal was to “**discover that special quality that makes the Italian tradition – something we call *il fare italiano*, the Italian way of being and doing – so undeniably unique and famous.**”



# AUTHENTICITY



# Italianizanten

RELATIONSHIP BUILDING CONSULTING

**“THE ITALY OF TOURISTS IS PRIMARILY AN IMAGINARY COUNTRY,”** – wrote Luigi Barzini (Jr.) in the forward to his 1964 book *The Italians* –  
**“NOT LIKE THE ITALY OF ITALIANS.”**

The “ITALIANIZANTEN” understands and loves the “Made in Italy” aspirational appeal.  
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**READY TO GO?** Let’s talk about your ideas.

