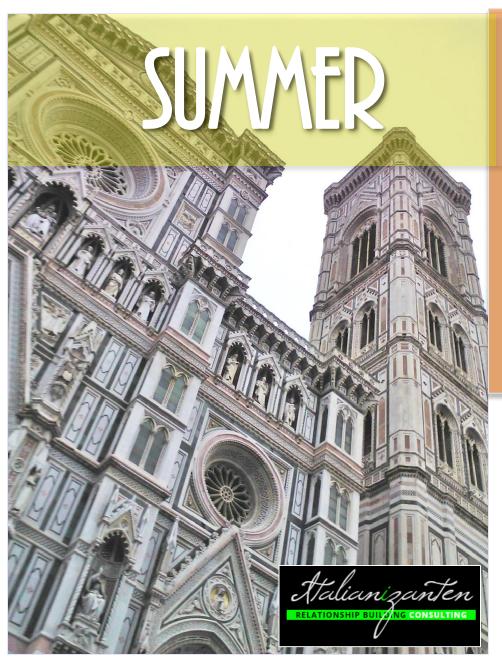
#### TOURISM | EVENTS PLANNING | LUXURY & FASHION | CULINARY





# 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





### MADE IN ITALY





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



"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."



Stalianizanten



READY TO GO? Let's talk about your ideas.