

BUBBLES & SHOPPING

MILAN - FLORENCE, *September 2023*



VISION GROUP

LUXURY
EXPERIENCES



MILAN

MILAN

MILAN has always been the industrial and financial center of Italy, but its fast way of life and modern architecture hides many jewels of art. Romans founded Milan and it was ruled by Austrians, French, and Spanish, but most of its character was forged by Saint Charles Borromeo. Throughout centuries Leonardo da Vinci, Bramante, Luini, Caravaggio, Beltrami, Giò Ponti, De Lucchi, Hadid transformed the small roman village into the metropolis that is today. Milan is the pulsing heart of Italy: fashion, design, epicurean, art, music, lifestyle, it has them all into a single visit. These experiences have been carefully designed to grasp the best the city has to offer, outside the usual touristic routes, in order to give to our guests memorable experiences that will last for a lifetime.

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MANDARIN ORIENTAL

MANDARIN ORIENTAL is an effortlessly stylish destination. Only minutes from the art district of Brera, the breathtaking opera house La Scala and the world-famous Duomo, it is located right in the center of this fashion-rich city. Combining chic Italian design with the Oriental art of Feng- Shui, the positive energy in the rooms is highlighted with natural materials, wood floors and soft furnishings. The hotel offers a charming mix of style and luxury, with 70 elegant rooms and 34 spacious suites. Guests can discover exquisite dining in the beautiful setting of Italian fine dining restaurant Seta, run by acclaimed chef Antonio Guida, and enjoy the relaxed atmosphere of the Mandarin Bar & Bistrot. Both venues have access to two beautiful outdoor courtyards, offering al fresco dining options.

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MUSEUMS AT CLOSED DOORS

With an art historian get access to the most enchanting collections in town, privately and at closed doors, indulge in the galleries at your own pace: the Ambrosiana library and art gallery, the most magical and ancient places of Milan, since the 16th century hosts one of the most important collections of manuscripts worldwide, beside masterpieces by famous painters such as Caravaggio; enter the Brera Art Gallery, the main gallery for paintings in Milan, it contains one of the foremost collections of Italian paintings; the Museum Poldi Pezzoli, a real jewel in the heart of Milan, is notable for its broad collection of masterpieces shown in its rooms, Canaletto, Tiepolo, Pinturicchio, Perugino, Botticelli.

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FRANCIACORTA WINES: THE ITALIAN CHAMPAGNE

Hosted by one of the best producers of the area we will venture on a customized tour through the barrique cellars, historic repositories of art and innovation, to get first-hand knowledge of what is considered to be the Italian “champagne”. Breath in the wine aroma, stroll around, get splendid glimpses of the entire valley, enjoy an exclusive wine tasting and lunch in one of the stately home palazzo, rich in history and art.

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RIVA BOATS

Legendary Italian builder of luxury powerboats and superyachts, Riva embodies “La Dolce Vita.” Get access to Riva’s Factory, as special guest you will see how these unique pieces are produced and admire a photo gallery that is a journey through the history of this eccentric brand. As if this was not enough, have the privilege of being invited by Mr. Riva for a private viewing of his Boats collection.

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EPICUREAN

Milan, with its international character and the distinct elegance of a city between classic and modern, is an exceptional place when it comes to Epicureanism: the best Italian and international chefs have their own restaurant in the city, the best and freshest ingredients of the peninsula reach Milan earlier than the other Italian cities, giving to Milan the title of the Italian capital of good food. Our guests will be able to satisfy all culinary curiosities, from gourmet and starred cuisine to traditional Milanese cuisine. A private gastronomic guide will take guests to the historic delis of the city center to taste the various ingredients, select the best wines and immerse themselves in scents and flavors of Italy.

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FASHION WEEK & SHOPPING

20th -26th of September 2023

During Milan Fashion week (20th -26th of September 2023) the city's cobblestoned streets turn into veritable catwalks, filled with VIPs and fashion lovers from all over the globe.

Our guests will be invited to access selected fashion shows among celebrities, fashion gurus and VIPs to experience the excitement of previewing live some of the world's upcoming trends. Our guests will be also invited to participate at fashion week parties, aperitifs, cocktails are a famous component of the fashion world. Hosted by a team of passionate personal shoppers at full disposal we will create a magical shopping experience, based on guests' interests and shopping desires we will select the top boutiques and brands of the Fashion District and artisan atelier.



MISSONI EXPERIENCE

Spend a full day as a special guest of an icon fashion house, a real once in the lifetime total Missoni experience.

Be guest of the brand for a day, this is an incredible honor as they will really open the doors of their private house and the historical factory, you will be hosted by a Family member who will introduce the brand history, show the historical factory and the production process, visit the style office, meet the designers.

The day is not over as you will be invited to the family's house as a personal friend to enjoy lunch while discovering everything about them. As an alternative let a family member host you at the discovery of Milan's behind the scene fashion industry with lunch in the city center.

Made in Italy



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DESIGN

Lombardy and the metropolitan area of Milan are a territory so rich in design realities that the map of all studios, museum-studios, archives, corporate and private museums, foundations, workshops is always updating. We offer our guests the opportunity to get to know in depth some of the most famous icons of the Italian design, through a series of private visits to the studios with the careful guidance of a curator for each brand. Guests will have access to original documents and drawings that will revive the most famous projects that have received great international recognition. Milan has always played a fundamental role in defining trends and design innovations with its own and clearly distinguishable characteristics.

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DRIVING EXPERIENCE

Be a real pilot on board of a super car at one of the best Italian International Circuit.

Let your dream come alive at the National race track of Monza: an historical and fascinating circuit where you can breath the air of great legends and sportive enterprises. Choose among our super GT cars such as Ferrari 458 Italia and 488 GTB, Lamborghini Gallardo and Huracàn to experience laps accompanied by your personal instructor that will tell when to brake, which gear to use, which lines to follow.

Enjoy all of this with a video camera on board that will capture your driving.

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MUSIC

Milan is one of the great cities of music. Here you find the Teatro alla Scala, the international temple of opera and symphonic music, Milan is also home to main record companies, historical publishers, new streaming platforms, large live agencies, radio networks and music TVs. Milan offers music to fans of all genres from classical to jazz, rock and digital. Discover with us the concerts of your favorite genre, comfortably in the best seats reserved for you, let yourself be carried away by the musical notes of an extraordinary city. Follow us in a private villa for an evening with an itinerant concert throughout the various rooms, discovering the private collection of historic musical instruments including: spinettes, organs, fortepianos and period pianos.

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DUOMO HAS NEVER SEEN

Have the privilege of exploring privately one of the largest Gothic Cathedrals in Europe. You will be guided through centuries of history in this Dome that was built over centuries, from 1300 ending in the present day. An exclusive visit to discover the most hidden corners, hidden from the eyes of visitors during ordinary opening hours while experiencing a private live concert for the amusement of your ears. Rare are the cases of Cathedrals with terraces as wide and easy to access as those of the Milan Cathedral. This privileged open-air context allows you to observe closely the characteristic spiers and the countless marble details. All this, enjoying the beautiful skyline over the city and enchanting view of Milan by night.

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LAKE COMO

At the doorstep of Milano is Lake Como, the enchanting experience of a bucolic natural setting dense with culture and traditions. Considered the most beautiful pre-alpine area, the rugged mountains and valleys rising up from the lake conceal many breath-taking landscapes. Nature, art and historical jewels contribute to make this one of the most beautiful tourist areas in the world. Explore this mesmerizing area and indulge in its beauty, visit the majestic villas and their gardens, wonderful in all seasons, taste its unique cuisine and filled with the excellence of top quality food and wines.

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SILK PRINTING

Get access to a printing facility, one of the few left with all the line still operating, producing high-end fabrics in the Haute Couture and Prêt à Porter fashion sector. Discover their incredible textile collection, one of the most remarkable in Italy, a unique resource that tells the textile histories of different continents and eras, spanning from the third to the twentieth century. It now counts more than 3300 textile fragments among which are Coptic and Indigenous American textiles, Italian velvets, Indian and European cashmere shawls, French silks, Central Asian ikats, Japanese kimonos. A special section is dedicated to the history of the local silk production from Como.

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HISTORICAL VILLAS

This journey has been designed on historical residences and gardens in Milan and the nearby, guests will be able to make a real journey through centuries of history of Italian lifestyle. From ancient medieval fortresses, to Renaissance palaces, from the delightful villas of the 18th and 19th centuries, still with original period furniture, décor and art collections, to Art Nouveau hotels of the early 20th century.

Meet and greet with the owners and listen to the story of the families and the territory. Enter the secrecy of private gardens, with centuries-old plants and with fascinating courtyards.

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FLORENCE

FLORENCE

FLORENCE was the birthplace of the Renaissance and boasts a fascinating culture of art and history. Few cities are so compact in size or so packed with extraordinary art and architecture masterpieces at every turn. The urban fabric of this small city, on the banks of the Arno river, has hardly changed since the Renaissance and its narrow cobbled streets are a cinematic feast of elegant 15th- and 16th-century palazzi (palaces), medieval candle-lit chapels, fresco-decorated churches, marble basilicas and world-class art museums. Beside its incredible cultural activities, the city is made for walking to discover its many fashion boutiques, artisan workshops and to savour the famous Tuscan cuisine paired with full bodied and mineral wines.

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FOUR SEASONS

FOUR SEASONS, stroll the city's biggest private garden, a tranquil haven of statues, fountains and centuries-old trees or retire to your suite where frescoes line the walls amid original architectural features. Four Seasons Florence is a historic Hotel, with its Michelin-starred Italian restaurant and a locally inspired Spa where you can spend afternoons in pure indulgence, is just steps away from the cultural heart of Florence.

Spacious and full of natural light, our Four Seasons rooms offer comfortable living areas for end-of-day relaxation, and our trademark beds make for restful nights.

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GUCCI AND BOTTURA

A special invitation to experience the masters of fashion and cuisine, as a special guest of Gucci. Visit their iconic Palazzo della Mercanzia where you can admire Gucci's Garden Museum with its iconic and unique creations and the exhibition at the Galleria. End the visit by exploding your senses at Gucci Osteria by chef Massimo Bottura where, a special menu representing the creations of the 3 Michelin chef will await you.

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PERFUME EXPERIENCE

Meet with famous perfumer Sileno Cheloni for an exclusive perfume experience, an authentic educational path of initiation to the alchemical art of perfume; create a made-to-measure fragrance bottle to take with you. Perfume's origins date back to the Romans and regained popularity in all the Noble Italian families after the Middle age. In 1553 the Florentine Caterina de Medici got married to the Duke of Orleans, future King of France, and brought with her fragrances and the know-how to produce them.

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THE FINEST ARTISANS

Italy's fashion industry was born and bred here. Discover the finest artisans and boutiques that have been a solid reality in the Florence lifestyle by serving the most selected families from Italy and the world.

The handmade production with the finest quality of materials is synonymous of unicity and will satisfy all your needs and requirements. Watch fourth-generation Florentine goldsmiths and shoemakers at work, buy artisan scents evocative of the Florentine countryside and Tuscan sea breeze...Let us know your passions and wish list and we will select the best shopping experiences available in town.

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PRIVATE VISIT AT UFFIZI

In total privacy, at closed doors, witness the magnificence of Uffizi Gallery's unique art collections and the Old Masters. A private art historian will walk you through the different areas of the museum to discover some of the most important works of art from the Renaissance, including works by Leonardo da Vinci, Giotto, Botticelli and Michelangelo.

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OFFICINA PROFUMO SANTA MARIA NOVELLA

In the centre of the city enjoy a private visit to the l'Officina Profumo – Farmaceutica di Santa Maria Novella. Explore the laboratories and the beautiful shop that has more than 400 years of uninterrupted activity and discover the secrets of perfume making as it has been handed down from generation to generation to nowadays.

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VIP GOURMET EXPERIENCE

Enjoy a fun excursion, guided by a gourmet expert, to find the most interesting variety of Tuscan food. Florence is a gourmet paradise where eating and drinking exceedingly well is mandatory. Feast on an Italian breakfast in a historical café with a special tasting of local pastries and the perfect cappuccino or espresso.

Visit major food markets and the iconic central market while making tasting pit stops of local food products such as olive oil, salami, vegetables and cheeses. Snack on such delights as truffle sandwiches and Tuscan chocolate. After picking up the right ingredients, participate in a memorable cooking lesson and learn how to make delicious Italian dishes.

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TUSCAN WINES TASTING

Get access to Cantinetta Antinori, located on the ground floor of Palazzo Antinori, one of the finest examples of Florentine architecture from the mid 1400's, in the historic city center.

Today, as in the past, the entire selection of Antinori wines is available accompanied by an assortment of typical Tuscan specialties. Will select the best labels of this renowned wine maker and will let you enjoy the best pairing in a private dedicated area. Visit their wine estate just outside Florence, one of the best contemporary architecture cellar immersed in the green hills of Tuscany.

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SECRET GARDEN

Exclusive visit, together with its owner, to the Giardino dei Torrigiani, the largest privately-owned garden in Europe situated within city boundaries. Renowned in the sixteenth century as a botanical garden it had a revival in the early nineteenth century when the Marquis Pietro Torrigiani inherited the property and started acquiring the surrounding land. A private aperitif will be arranged at the Palace.

VISION GROUP

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