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DESTINATION OF THE ...

## When In Rome: Your Shortlist Of Where To Send VIP Clients

The Trident area is the ideal starting-point for first-time visitor exploration

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In addition to a heritage of artistic and historical treasures unique in the world, Rome offers the most refined and demanding tourists a rich panorama of high-quality lifestyle experiences capable of making the trip unforgettable and exclusive.

Alongside its countless places of interest, Rome is also a lively, glamorous city, where luxury and glitz dominate everywhere: this makes it a perfect destination in which to combine art, fashion and shopping.

Shopping in Rome is an adventure, a journey in which to discover the excellence of Made in Italy, brands that cannot be found elsewhere and, above all, a great passion for high-quality craftsmanship.

First-time visitors are recommended to concentrate on the Trident area, inside the historic centre, which has its apex in the famous Piazza del Popolo, from which three wide straight streets branch off that continue in a southern direction giving the visual idea of a three-pointed weapon.

### Take a tour of the historical beauties of the Pincio

Starting from **Viale della Trinità dei Monti**, the splendid **Villa Medici**, the French Academy, can be visited on the occasion of the exhibition of the moment or to stroll in the magnificent internal garden, which still largely retains its 16th-century appearance. The Caffè Colbert deserves a stop, among ancient statues, coloured cushions and wrought iron sofas. A little further on, the **Casina Valadier**, the masterpiece designed by the neoclassical architect of the same name, houses a renowned restaurant.





*Casina Valadier Terrazza*

Starting from the Pincio, from which you can enjoy a spectacular view of the city, you arrive at the gates of **Villa Borghese**, a green heart in the heart of Rome and from which you can access both the sumptuous and baroque **Galleria Borghese**, one of the most amazing museums of the eternal city, and to the **National Gallery of Modern and Contemporary Art**, which houses the most complete collection dedicated to Italian and foreign art between the 19th and 22nd centuries.



*Galleria Borghese*

**Immerse yourself in the designer shopping of Via Condotti**



The luxury shopping area par excellence, where all the big names are concentrated, is at the foot of the **Spanish Steps**, between Via Condotti, Via Borgognona and Via Frattina. Here you will find jewellers and ateliers of the main Italian and international stylists and artisans: a succession of elegant and flashy shops capable of enchanting and captivating you, together with small luxury boutiques, of artisan quality, such as the **Peppino Capuano** jewellery, inside Palazzo Caffarelli, and the **Atelier Maria Fiorello**, designed for small fashionistas and located in the fascinating setting of the Oratory of the Blessed Sacrament. A few steps away you will find Caffè Greco, the oldest Italian café after Florian in Venice, a meeting place for intellectuals and artists from the 18th century.



*Piazza Navona, Rome | credit: Getty Images/Italian National Tourist Board*

## Discover quality craftsmanship in the historic streets of the centre

Visitors looking for refined ateliers, after a look at the art galleries of Via Margutta, between Via della Penna and Via dell'Oca, will find concept stores (Artisanal Cornucopia), niche perfumeries (Eau d'Italie), sophisticated jewellery (Lucia Odescalchi) and the Atelier Cristina Bomba, that dresses characters from the world of art, literature and cinema and where also the knitwear collection is designed in-house from a selection of noble natural yarns, and manufactured by two workshops of lifelong collaboration. Not far away, in **Via di Ripetta** is Profumum, the most recent of the Durante brothers' four flagship stores which offer collections of original and refined fragrances. And again, moving towards **Via di Monserrato** is the Maison Halaby fashion and accessories workshop, the **Soledad Twombly** atelier to choose mini kimono-style jackets or tunics with antique *ikat*, creative and original jewels by Fabio Salini and Chez Dede's exclusive collections of accessories, fashion and furnishing accessories.



Remaining in one of the streets of the Roman Trident, move to **Via del Babuino**: Canova Tadolini is a must for an aperitif, a dinner or an unforgettable night to be spent immersed in two centuries of Italian sculpture.

## Let yourself be enchanted by the spectacular views of Rome from the most exclusive terraces

Rome is the city of panoramas par excellence and its strategic position on seven hills seems to fully confirm this title. The Eternal City has an infinite number of viewpoints, but among them, the most beautiful are guaranteed by top-notch hotel facilities that accompany a breathtaking view to impeccable service – perfect ingredients for an unforgettable experience overlooking Rome.

For a lunch with an enchanting view of Rome, stop at the starred **La Terrazza** restaurant, the flagship of Hotel Eden, where you can delight yourself with creative and innovative seasonal Mediterranean cuisine, or at the sixth floor of the Grand Plaza Hotel, on the **Terrazza Trinità dei Monti**, where the view ranges from the French Academy to Trinità dei Monti and the Quirinal Hill to the Vittoriano.





*La Terrazza, Hotel Eden Roma*

An unforgettable experience of the only three-star restaurant in the capital awaits at **La Pergola**, at the Rome Cavalieri, A Waldorf Astoria Hotel, offering a hilltop view of Rome where the cuisine, led by Heinz Beck, is a temple of international gastronomy and a combination of talent and creativity. The Rome Cavalieri has also created a series of seasonal and evergreen luxury experiences for its guests to enjoy when in and about Rome, such as forest therapy in the Grand Spa Club, horseback riding in the archaeological site of Ostia Antica, or truffle hunting in the rolling hills of northern Lazio.



*La Pergola, Rome Cavalieri*

Another tip for dinner: the panoramic Michelin-starred restaurant **Imago**, on the sixth floor of the Hotel Hassler, owned by Roberto E. Wirth, guarantees impeccable service and breathtaking views. The kitchen under the guidance of the Executive Chef Andrea Antonini serves up heavenly dishes,

and prides itself on being a place where vision and taste intertwine to offer a unique culinary experience.



*Ristorante Imago, Hassler Roma*

## Enjoy an aperitif in the most suggestive locations in Rome

As in many other Southern European countries, Italians also love to enjoy an aperitif before dinner, often along with small snacks.

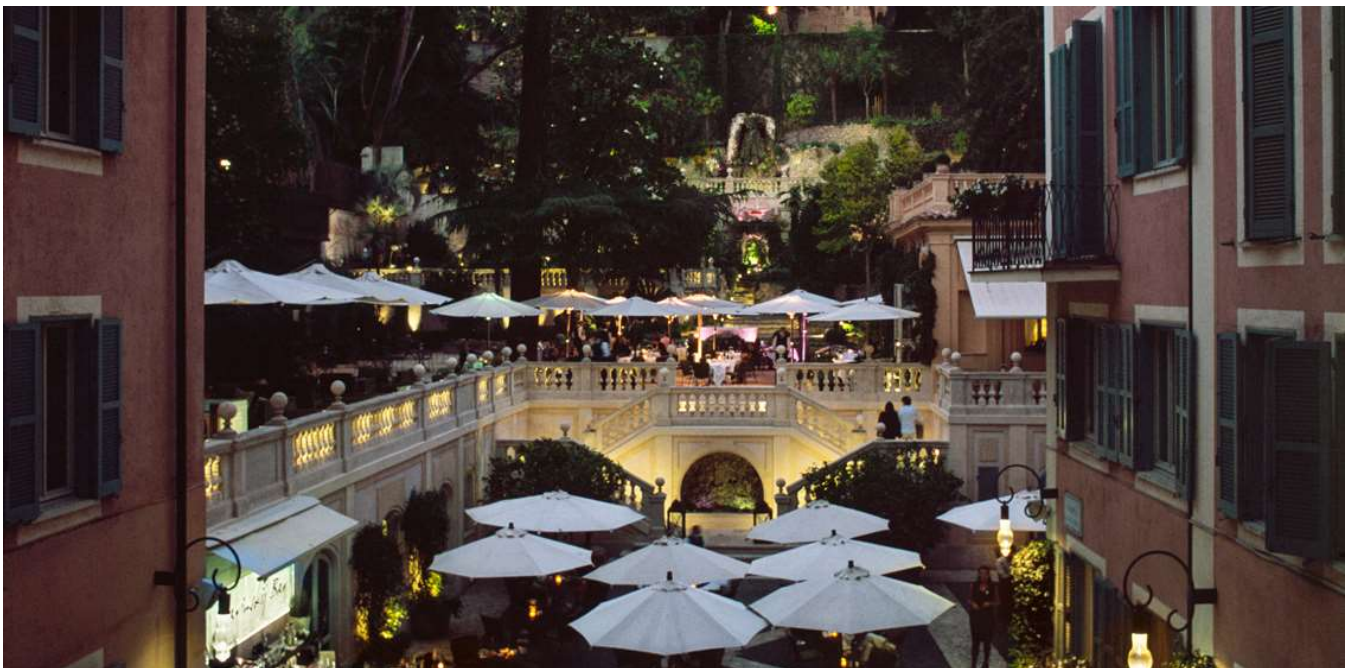
**LUMEN Cocktails & Cuisine**, which owes its name to the unit of measurement of light, is an unmissable place-to-be for aperitivo when the St. Regis Sabering ritual announces the arrival of the evening. Then, after dinner, the drinking experience becomes a social event.





*Cocktail at the LUMEN Bar, St. Regis Rome | © John Stephens*

**The Stravinskij Bar** of the Hotel de Russie is one of the most evocative meeting places in Rome for its unmistakable style and its wonderful private garden located at the foot of the Pincio. The Bar has an atmosphere of sober elegance with purple velvet armchairs inside and wrought iron tables and chairs with elegant green seats in the adjacent external Piazzetta Valadier.



*The Stravinskij Bar, Hotel de Russie*

Located in front of an elegant garden that boasts its own Roman ruins, the five-star NH Collection Roma Palazzo Cinquecento – signed by the upper-upscale brand NH Collection of NH Hotel Group – is situated in the heart of Rome, a stone's throw from Termini Station. At the **Grand Tour Restaurant**, you can enjoy delicious regional and international cuisine and be enchanted by the

view of the garden which offers an exclusive relic of Rome's ancient history: a stretch of the Servian Walls dating back to sixth century BC. Guests can also breathe in the history of Rome on the splendid panoramic terrace on the fifth floor. Here, after a day of work or shopping, guests can have an excellent aperitif or organise a private event accompanied by the magical views of the city.



*Rooftop bar, NH Collection Roma Palazzo Cinquecento*

## Experience the Tax Free Mall at Rome Fiumicino Airport

With more than 10,000 square metres dedicated to shopping and food services, the Tax Free Mall within the International Boarding Area E of Fiumicino Airport is by itself a reason not to be missed to visit Rome.

Starting from Rome for a classy trip or before flying back home, travellers can immerse completely in the glossy world of the most famous fashion houses, living a unique luxury experience in this fabulous square, thanks to its 50 shops with the best international and Made in Italy haute couture brands, exclusive perfume, cosmetics, wine, liquor, tobacco and chocolate shops besides high-quality restaurants where you can taste the best Italian cuisine and much more.





Compared to downtown prices, Tax Free Mall offers extraordinary savings (if your client's destination is a non-EU country, the usual VAT rate of 22% is removed on purchased items, while if your destination is an extra-Schengen country and not part of the EU, your fashion clothing and accessories purchases are completely 22% VAT free).

And for a very personalised and privileged experience, visitors can benefit from the assistance of Personal Shoppers for free.

Rome Fiumicino Airport has safety against the spread of COVID-19 front of mind. The airport was the first in the world to be certified with the COVID-19 5-Star Airport Rating by international air transport rating agency Skytrax, and – among other certifications – has been the first among the European Union airports to obtain the Airport Health Accreditation by Airport Council International.

*Lead image: Rome view from Castel St Angelo | credit: Getty Images/Italian National Tourist Board*

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