

THE RICHES OF *Rome*

ITALIA

NATIONAL
TOURIST
BOARD

When you think of Rome, art and history come to mind, sure, but The Eternal City is a hub of glamour, fashion, refinement, and sophistication too. Rome offers even the most demanding travellers a rich panorama of high-quality lifestyle experiences, making a trip to the Italian capital truly unforgettable.

WHERE TO START

Start your trip at the top, Rome's famous Terrazza del Pincio. Take in views of the city while strolling these magnificent gardens that retain much of their 16th-century appearance and character. **Caffè Colbert** deserves a stop among its ancient statues, coloured cushions, and wrought iron sofas. A little further on, **Casina Valadier**, the masterpiece designed by the neoclassical architect of the same name, houses a renowned restaurant.

CITY CENTRE

At the foot of the Spanish Steps - between Via Condotti, Via Borgognona, and Via Frattina - is Rome's luxury shopping destination. Here you will find a succession of elegant jewellers, ateliers, artisans, and boutiques, both Italian and international. Don't miss **Peppino Capuano** jewellery or **Atelier Maria Fiorello** before taking a break at **Caffè Greco**, the second oldest Italian café and favourite meeting place of intellectuals and artists from

the eighteenth century. Bespoke shoe brand **Marini** crafts each hand-made pair from personalized measurements. Find art galleries along Via Margutta before heading to **Atelier Cristina Bomba** with a knitwear collection designed in-house from a selection of noble natural yarns. Moving towards Via di Monserrato, you'll find **Maison Halaby**, a fashion and accessories workshop, the **Soledad Twombly** atelier featuring mini kimono style jackets and tunics of antique ikat, creative jewellery by **Fabio Salini**, and **Chez Dede's** exclusive collections of accessories, fashion, and furnishings.

ANCIENT HISTORY

Rome abounds with ancient ruins around every corner, but along the Tiber River you'll find two of the most important monuments celebrating the great Emperor Augustus. Under his rule, Rome was enriched with numerous new and splendid buildings that transformed the city into an imperial capital that can still be admired today. The **Ara Pacis** celebrates the Augustan peace with scenes carved into the marble depicting sacrifices of magistrates, priests, and vestal virgins. And **The Mausoleum**, having just been brought back to life by an excellent restoration, bears witness to the Emperor's desire to bind himself to the city and its people in perpetuity.

DID SOMEONE SAY

Aperitif?

Like so many Southern European countries, after a long day of work or shopping, Italians love to indulge in an aperitif before dinner. Here are a few favourites...

LUMEN COCKTAILS & CUISINE

is unmissable! When the St. Regis Sabering ritual announces the arrival of the evening, this becomes the place-to-be for drinks and small snacks.

STRAVINSKI BAR, of the Hotel de Russie, is one of the most evocative meeting places in Rome for its unmistakable style and wonderful private garden located at the foot of the Terrazza del Pincio.

NH COLLECTION ROMA

PALAZZO CINQUECENTO offers regional cuisine surrounded by lush gardens that boast ancient ruins - a stretch of the Servian Walls dating back to the 6th century BC - or relax with a drink on the terrace while breathing in magical views of the city.



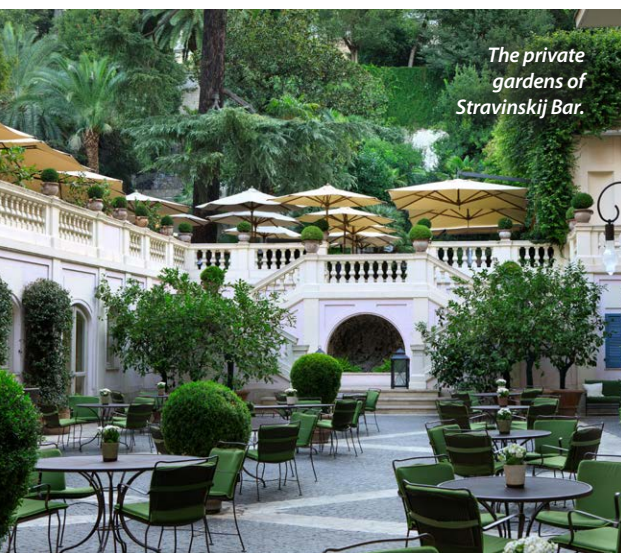
Grab an aperitif at the decadent Lumen restaurant.



Indulge in made-to-measure Italian leather footwear at Marini.



The Ara Pacis celebrates the great Emperor Augustus.



The private gardens of Stravinskij Bar.

EXCLUSIVE DINING TERRACES

Set on seven hills, Rome is a city of panoramas, and you'll find many of the most incredible vantage points at Rome's famed hotels and their luxurious restaurants. Lunch and dinner options abound. Take a midday meal of seasonal Mediterranean cuisine at **La Terrazza Restaurant** at Hotel Eden. Or **Hotel de la Ville** welcomes guests throughout the day with a variety of delicious menus and one of the most spectacular views from their **Cielo Terrace**. Located on a quiet street in the epicenter of Rome, the Sofitel Rome Villa Borghese is within walking distance of some of the city's best-known monuments like the Trevi Fountain, Villa Medici and the Spanish Steps, but the pride of this hotel is **Settimo**, an elegant restaurant and bar and one of the highest rooftop

restaurants in the city. For dinner, try **La Pergola** at the Rome Cavalieri Waldorf Astoria Hotel, the only three-star restaurant in the capital or the Michelin-starred **Restaurant Imago**, on the sixth floor of the Hotel Hassler, guarantees impeccable service and views.

WHERE TO FINISH

No need to languish at the airport, instead, immerse yourself in the glossy world of famous Italian high fashion houses. The **Tax Free Mall**, located at International Boarding Area E of Fiumicino Airport, boasts more than 50 shops from haute couture brands to exclusive perfumes to fine dining. For a personalized experience, let a personal shopper assist you, but be sure to book in advance.