

to do

The future was now
Stay cool
Stay reasonable
Don't go crazy

Be mad
Shine on

do not postpone

the time is now

Your Body Is Yours

We are London

to do

do not postpone

now is the time



Laura Sciò and Il Pellicano; Tiziana Zucchi for ISSIMO

CIAO, BELLISSIMO!

The creative director behind Italy's Pellicano group, Marie-Louise Sciò, on what makes her hotels so special

Impressive yet homely, luxurious but understated; this balancing act has led to the lasting success of Hotel Il Pellicano. The 17th-century villa passed to the Sciò family in 1979 and has hosted Italian powerhouses the Missonis, Pucci and Fendi since, cementing Il Pellicano's cult status. Today the Pellicano empire comprises three hotels in Italy (and a smart new e-commerce site, Issimo). Who better than its creative director, Marie-Louise Sciò, to share her secrets on a little of *la dolce vita*?

ON GOOD FOOD

I love pasta pomodoro. It's difficult to make well and that's the test of Italian cooking. Also, the pesto from [our hotel] La Posta Vecchia — the trick is to put the basil leaves into boiling water for 20 seconds; no more, no less. That's a big secret, okay?

ON TRAVEL TODAY

People travel differently now — slower, deeper. They spend more time in one place and do it better. Il Pellicano is where I started out so it's my baby, but La Posta Vecchia is where I grew up. The whole family spent lockdown there.

ON THE HOTEL BARS

A lot of our friends have their own signature cocktails on the menu. In 2010 Margherita Missoni came up with her own, which was

watermelon juice, lime and vodka. It is delicious. That one got us very tipsy.

ON JOINING THE FIRM

'The last thing I wanted was to work in a family business. After my architecture degree my father asked me to redo two bathrooms. That grew into an entire hotel redesign with the aim of relaunching to a younger crowd.'

ON MUSIC

'I'm a massive music fan. Music is key so I've created an Issimo playlist, which is all the music from the hotels. This year we only played Italian music.'

ON WORKING IN A MAN'S WORLD

'The hotel business is really run by men. I started relatively young, and when you're the daughter of the owner everyone thinks, "Oh, she's there because of that." I only realised with time how difficult that was.'

ON ISSIMO

'I worried I shouldn't be launching an Italy-centric website with everything that is going on. But really, it's the perfect time. Italy is a place everyone has in their hearts.'

Interview by Jessica Benjamin



From above left, ISSIMO ombrellone visconti, made to order, £475; ISSIMO X RIVOLTA CARMIGNANI Scallop Boudoir pillow sham, £91; ISSIMO X PINEIDER postcards, £25 (issimo.issimo.com). Top left, ISSIMO X ANYA HINDMARCH passport holder, £129 (issimo.issimo.com)