



A LITTLE PIECE OF ITALY DELIVERED TO YOUR DOORSTEP

ISSIMO welcomes 2021 with a new selection of products made in Italy

ROME, January 26th, 2021 – **ISSIMO**, the new e-lifestyle platform launched by **Marie Louise Sciò**, CEO and Creative Director of the **Pellicano Hotels Group**, is pleased to introduce the latest arrivals, featuring a list of exciting new collaborations that showcase creatives and artisans who define Italian culture.

Apparel and Accessories – Chicissimo

- **PoldISSIMO Poldo Dog Couture**, the innovative luxury fashion brand for dogs has teamed up with ISSIMO to create an exclusive collection of elegant accessories for dogs. The capsule includes a soft double-sided travel mattress in super-resistant technical fabric that offers a moisture barrier to protect the floor, a porcelain bowl on a South Tyrolean oak tray made by Rubner Haus, a leather collar and leash with brass finishes and personalized ribbon with the striped motif of the collection. The 'fil rouge' that characterizes this exclusive line is the elegant geometric pattern in white, red and green, a delicate touch with the colours of the *Bel Paese*.
- **Invicta - ISSIMO** have created a special backpack to celebrate Samantha Cristoforetti, the first Italian woman in space, and the female record holder with the most time in space counting 199 days and 16 hours. The bold and elegant black *Monviso* bag is decorated with patches, including the ISSIMO constellation and a view of Italy from space. The new backpack launches on January 23rd and it is out of this world.

Beauty – Beautissimo

The new BeautISSIMO section is growing with more high- quality beauty products crafted in Italy. New comer includes a range of **Parco 1923** skincare products.

Food & Kitchen Accessories – Buonissimo

The ISSIMO Box offers a fun and original way to travel through Italy from the comfort of your home. Perfect for the season, the new **Warm and Cozy Soup Box** is packed with premium products from **Quinto Sapore**, such as the *Veluttata di Zucca al Tartuffo* and *La Crema di Patate con Funghi Porcini*. With the help of Pellicano Hotels' exclusive video tutorials, the new ISSIMO soup box will definitely brighten up your day.

MercatISSIMO

Starting from February 20th, on issimoissimo.com will be available a discounted stylish selection directly from the Pelliclub at Hotel Il Pellicano, to have a little piece of Tuscan heaven directly to your doorstep. MercatISSIMO will be live for 2 weeks on issimoissimo.com

With fresh items coming in on a weekly basis, ISSIMO is certainly the quintessential Italian one stop shop with names such as **Schostal**, **I Numeri Primi**, and products ranging from unique books, exquisite apothecary, homeware and much more.

We are continuously looking for excellence and high quality to bring our customers new standards in what is considered 100% Made in Italy. Each item is picked with love, designed with passion and exceptional craftsmanship”, said Marie-Louise Sciò, CEO & Creative Director.

To view the latest from ISSIMO, alongside its range of apparel, footwear and accessories available year-round, visit www.issimoissimo.com

ISSIMO

Issimo is a new e-commerce and lifestyle platform directly inspired by Italy’s rich heritage of style, design and culture. Created by Marie Louise Scio as an extension of the Pellicano Hotels, it is a ‘cabinet of Italian excellence that includes exclusive collaborations and continuously updated content and products in the following categories: Bellissimo, artisanal homeware and Italian craftsmanship, Buonissimo, culinary tales product and recipes, Chichissimo, fashion and apparel, Coltissimo, editorials on Italian culture and cultural collaborations, Fichissimo, the digital extension of the Pellicano hotels’ souvenir shop, and Italianissimo, the quintessential black book to the twenty Italian regions.

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