



**Marie-Louise Sciò launches “ISSIMO”:
the new e-commerce and lifestyle platform bringing the best of Italy to the world**

ROME, 25 May 2020 - ISSIMO is at the vanguard of a 2020 Italy, the new e-commerce and lifestyle platform directly inspired by Italy’s rich heritage of style, design and culture, and created by **Marie-Louise Sciò, CEO and Creative Director of Pellicano Hotels**. Consider ISSIMO the one-stop shop for the very best of Italy from design and travel to food and style.

Issimo is the Italian superlative suffix typically added to an adjective to enhance its meaning. *Bellissimo, buonissimo, fichissimo*, it’s a celebration of the very best, and that’s what ISSIMO is - a “cabinet” of Italian excellences. Marie-Louise’s love for beauty, quality and manic attention to detail has made Pellicano Hotels a timeless symbol of Italian hospitality. ISSIMO reflects her passion for Italian excellence and quality through insightful features, articles and interviews on style, design, culture, food, and travel tips, as well as exclusive ISSIMO collaborations.

Modelled from an Italian vintage newspaper, ISSIMO brings its readers twice-monthly newsletters and continuously updated content and product 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. Penned in a personal take on Italy’s most stylish life in the hands of a cultured and curious Italian, Italianissimo features city guides, day trips, weekend excursions, first-person narratives, restaurant, cultural sites and shopping guides where readers will be introduced to the very best Italian craftsmen and their products.

ISSIMO launches with a capsule collection of exclusive collaborations meticulously selected and designed with Marie-Louise and both Italian and International brands: **Anya Hindmarch, Carolina Bucci, Chinti & Parker, Dedar, Rivolta Carmignani, Faliero Sarti, For Restless Sleepers, Les Belles Heures, L.G.R, Lisa Corti, Loretta Caponi, Pineider, Solid & Striped and Villeroy & Bosch**. In each collaboration is the unmistakable ISSIMO touch. A selection of ISSIMO collaborations is also available on MATCHESFASHION.COM.

Alongside the ISSIMO collaborations is **Dall’Italia con Amore**, a curation of Italian brands lovingly selected by Marie-Louise. **Borsalino, Giuliva Heritage Collection, M di Missoni, Acquazzurra, Iacobella** and many more, along with made-to-order pieces from local artisans.

With the very same passion, soulfulness and timelessness of the Pellicano Hotels Group whose style and taste reflect the essence of Italy, we introduce ISSIMO.

Visit us on ISSIMOISSIMO.com

Follow us on @issimo

Press contact

Dona Daher, Head of PR & Communications

d.daher@pellicanohotels.com