



## A VIRTUAL ITALIAN GETAWAY

### ISSIMO presents the new summer collection

ROME, June 21, 2021 – ISSIMO, the new e-lifestyle platform launched by Marie Louise Sciò, CEO and Creative Director of the Pellicano Hotels Group, is thrilled to introduce the latest arrivals, featuring a list of exciting new collaborations that showcase creatives and artisans who define Italian culture.

#### Apparel & Accessories - Chicissimo

- **ISSIMO Ready-to-Wear:** The new ISSIMO exclusive straw tote is handmade by artisans in Italy and is the go-to accessory this summer. Featuring chocolate brown details, this bag combines elegance and practicality, the perfect everyday bag.
- **ISSIMO x Mario D'Ischia:** With the signature top cross design, a detail of sandals made on the island. Offered in a buttery gold tone, perfect to pair with a favorite bathing suit and pareo throughout the day, or in black leather, a unisex version for a casual yet chicissimo look in the evening.
- **ISSIMO X Rivolta Carmignani:** This fresh collaboration presents a set of bathrobes, pool cushions and embroidered pouches that have all come together in an ode to the sun, the sea and Mediterranean summers spent lounging at Il Pellicano.
- **Lido Ventiquattro:** A very Mediterranean palette in ivory and terracotta hues, ISSIMO's Lido swimwear selection is the ultimate reflection of style and elegance.
- **ISSIMO X POLDO Couture** – The stylish dog bed and bowl make a comeback this summer, dressed in Il Pellicano Hotel's signature yellow and white stripes.
- **ISSIMO x IACOBELLA** – a new take on the handwoven Nirmala with two new mini versions: in yellow gold and white and a blue, brown and bronze variation.

#### Home Decor & Artisans - Bellissimo

- **ISSIMO x Anna Lari** – Creativity and dynamism are the strong points of the company founded in 1966. Following the success of the blue Ambrina inspired by the Mezzatorre, Issimo welcomes the Queen, in yellow and white stripes and another variation in white and anthracite.

#### Collaborations & Culture – Coltissimo

Our best-seller 'Hotel Il Pellicano' will be back in stock this July! Keep an eye-out for this captivating book that presents three different epochs in the history of this modern-day dolce vita, with photographs by the great chroniclers of yesteryear glamour, John Swope and Slim Aarons, as well as Juergen Teller, one of the most influential fine art and fashion photographers today.

To view the latest from ISSIMO, alongside its range of apparel, footwear and accessories available year-round, visit [www.issimoissimo.com](http://www.issimoissimo.com)

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## **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, Beautissimo, beauty and care products, and Italianissimo, the quintessential black book to the twenty Italian regions.*

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