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THE FASHION POINT OF VIEW



MATCHESFASHION.COM x MARIE-LOUISE SCIÓ OF PELLICANO HOTELS REIMAGINE THE ITALIAN GRAND TOUR

7th March 2019 – A travelling pop-up on a 1930's yacht celebrates a partnership born from the collective imagination of Natalie Kingham, MATCHESFASHION.COM's Buying Director and Marie-Louise Sció, Pellicano Hotels' CEO and Creative Director. The MATCHESFASHION.COM yacht will share and celebrate the experience of its pioneering 5 Carlos Place townhouse as it sails to and moors up at each hotel.

The yacht launches on its inaugural Italian Grand Tour this summer celebrating the best of Italian style and the third addition to Pellicano Hotel Group, after Hotel Il Pellicano and La Posta Vecchia, the Mezzatorre in Ischia, touring each of the three hotels along the Tyrrhenian coast.

- **Launch of escape themed curations** - womenswear edit by Marie-Louise Scio and menswear curation by renowned stylist Robert Rabensteiner will feature online at MATCHESFASHION.COM and with an event and installation at 5 Carlos Place in Mayfair, London
- **Italian Grand Tour** commences at Hotel Il Pellicano in Tuscany, continues to La Posta Vecchia Hotel just beyond Cittávecchia and completes its trip at the Mezzatorre Hotel & Thermal Spa in Ischia (reopening 18th April)

'Travel is a passion of mine and we have developed a very significant vacation business over the past eight years. I am delighted to be partnering with Pellicano Hotels and Marie Louise - the epitome of Italian elegance. I can't think of a more perfect way to launch 5 Carlos Place to a new audience with the ultimate Italian Grand Tour.' **Natalie Kingham**
Buying Director at MATCHESFASHION.COM

'When all stars align! It's been my dream to do a pop-up on a boat and it made so much sense to partner on this project. Style has always been in our group's DNA so MATCHESFASHION.COM is the perfect partner. I love the stories behind the website, I love the selection and the incredible team who run it.' **Marie-Louise Sció, CEO and Creative Director Pellicano Hotels.**

On board the yacht and at each hotel, guests will be introduced to the Italian Grand Tour edit curated by Marie-Louise Sció for womenswear together with Robert Rabensteiner for menswear. A dedicated private shopping team will be available to offer help. Launching at Hotel Il Pellicano on 31st May then onto La Posta Vecchia Hotel on 1st June just beyond Cittávecchia. The final destination will be the newest addition to Pellicano Hotels, the Mezzatorre Hotel & Therma Spa in Ischia on the 6th June.

The Italian Grand Tour vacation edit will launch on 15th May online at MATCHESFASHION.COM and at 5 Carlos Place, Mayfair where Marie-Louise Sció and Robert Rabensteiner will create an imaginative installation of the forthcoming yacht experience. Throughout the month of May there will be an Italian pop-up café in the attic at 5 Carlos Place.

The Italian Grand Tour will be amplified across all MATCHESFASHION.COM platforms via live-stream, podcasts, content and social channels.

Key dates:

- 15th May 2019: Italian Grand Tour vacation edit launches online and in-store at 5 Carlos Place, London
- 31st May 2019: Hotel Il Pellicano, Tuscany
- 1st June 2019: La Posta Vecchia Hotel, Cittàvecchia
- 6th June 2019: The Mezzatorre Hotel & Therma Spa, Ischia

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About MATCHESFASHION.COM

Founded in 1987 [MATCHESFASHION.COM](https://www.matchesfashion.com) has become one of the biggest global destinations in online luxury for men and women, with a modern edit of over 450 established and new generation designers, delivering to over 176 countries. Our aspiration is to be the most personal luxury shopping site in the world. We offer [24/7](#) advice through our fashion-concierge team MyStylist, as well as at our London stores and new retail experience, event space and broadcasting hub at [5 Carlos Place](#) in Mayfair.

About Pellicano Hotels

Pellicano Hotels manages three of Italy's most fabled hotels, where luxury is timeless yet understated. Hotel Il Pellicano is a five-star seaside hotel in Porto Ercole, offering 50 rooms and suites in a pristine Tuscan cove. La Posta Vecchia, prior home to Roman Emperors and Jean Paul Getty, is a 19 rooms and suites luxury hotel 30 minutes from Rome. The Mezzatorre Hotel & Thermal Spa is a 57 rooms and suites luxury hotel tucked into 7 hectares of Mediterranean scrub in Ischia.