



ISSIMO x LA DOUBLEJ

A new high-summer capsule collection and an exclusive luxury weekend retreat in Ischia

ROME, 10 February 2022 – Inspired by the opulence of Italian Summers, and by the bond between its two founders, ISSIMO and La DoubleJ are delighted to announce the launch of their new collaboration for a high-summer capsule and an exclusive luxury weekend retreat in Ischia. Created as a weekend of rest, well-being and connection in one of Italy's most magical corners, the ISSIMO x La DoubleJ retreat will take place in May of 2022 at Marie-Louise Sciò's extraordinary Mezzatorre property in Ischia.

The accompanying capsule takes inspiration from this exquisite locale, featuring signature LDJ silhouettes reimaged in rich Mediterranean hues. Founded upon their long friendship and shared passion for Italian artistry, the Pellicano Hotels Group CEO & Creative Director and ISSIMO founder, Marie-Louise Sciò and La DoubleJ's Creator and Commander-in-Chief, J.J. Martin have curated a four-day escape at Sciò's luxurious Mezzatorre Hotel & Thermal Spa in Ischia, a cache of La Dolce Vita culture. The 360° holistic wellness retreat includes guided walking tours through Ischia's exquisite coves led by Maremma Safari Club, and daily meditations guided by J.J. Martin herself, in addition to classic yoga and movement practices.

Inspired by this experience, the duo has crafted a **powerful portfolio of high-summer pieces**, 100% Made in Italy, to accompany the retreat. From sleek silk separates and dramatic eveningwear, to a complete athleisure kit and full surfside set, the ISSIMO x La DoubleJ collection is an Italian coast adventurer's dream wardrobe. Easy elegance was the guide for this luxurious capsule, which features some of Marie-Louise's favorite pieces in rich new prints.

"I love JJ and her collections, which I wear all summer. I wanted our ISSIMO x La DoubleJ to come together by having statements pieces with our ISSIMO colors, which are subtle and soft yet very rich, on the models of dresses I live in. The styles we selected are my go-to looks which I mix all the time: wide and long and dramatic, short and dynamic, and the classic pants or shorts with a shirt."

This ISSIMO x La DoubleJ collaboration, born from a deep bond of sisterhood and shared appreciation for Italian abundance, is the ultimate high-summer collection – conceived for Italy, crafted by Italians, and destined for the iconic Italian coastline.

The capsule collection will launch in April 2022.

For more information about the ISSIMO X La DoubleJ Retreat, please visit <https://issimoissimo.com/issimo-x-la-double-j/>

For images, please click here:

<https://www.dropbox.com/sh/p6rlwkbx3oyyssh/AABZDaG8izCV5Q3lcqoZmEW0a?dl=0>

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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La DoubleJ

La DoubleJ is the multi-tasking Milanese hotspot for heart-lifting fashion and haute homeware brought with a twist, a wink and a smile from its founder, J.J. Martin. Working with best-in-class manufacturers, its 100% made-in-Italy collections shine a light on Italy's artisanal craft and celebrate the Italian art of living well. All of La DoubleJ's creations – from its product design and pop-up shops to its collaborations, wellness workshops and wildly patterned HQ in Milan – are distilled through a lens of pure joy, eye-popping color and love of all things maximalist. Ladoublej.com

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