

“Where lies the secret spell of Florence? – a spell that strengthens, and does not fade with time? Perhaps it is because her story is so old, and her beauty is so young.”- Quida, Pascarel-

Day One—Arrive in Florence

*After your private driver greets you at the airport, he escorts you to a small, elegantly restored mansion that, like all things Florentine, melds the old and new with seamless grace. If you’ve ever dreamed of living in a jewel-like home in Florence, this is it. The charming General Manager, his staff, and the Su Misura team will welcome you with drinks and snacks when you arrive. You will receive your welcome packet and gift, and your *Su Misura Passport*, a guide to the best of the best in each neighborhood of Florence. Relax in the stylish lobby designed by renowned architect/designer Michele Bonan as you finish your croissant or sip a Bellini. When you’re refreshed, we will step out into a radiant new Florence.*

*After we get our bearings, a local art historian will take you across the street to the **Officina Profumo-Farmaceutica di Santa Maria Novella** where the Dominican monks have distilled herbs and flowers to make essences, fragrant waters and curative elixirs since the 13th century. As you walk into this sanctuary, the oldest pharmacy in the world, you will breathe in the aroma of the Tuscan countryside—the woody green smell of cypress, the intoxicating scents of lilac, iris, rosemary and mimosa. All the original recipes, perfected by the friars over the years, are still utilized here. You will have a private tour of the laboratories, the herb garden, and the museum where the plant essences and distilled waters are still stored in the traditional ceramic vases. Later, across the beautiful Piazza Santa Maria Novella, we will enter the **Alinari Museum of Photography** to learn about the history of photography from the first daguerreotype to the present day.*

*Evening brings a welcome reception in the art-lined rooms of your hotel. Learn the art and nuance of Florentine entertaining from *aperitivi* and *canapés* through *primi*, *secondi* and *il dolce*. **Select artisans of Florence** will join us later for cordials and conversation. Learn from the locals where to go for the best gelato, caffè latte, handmade papers, bespoke fashion, and leather. Before sleep, a late night stroll inside the piazza right outside your door, or down the street to the **Duomo** is recommended. And a *limoncello* on the outdoor patio before bed might just give you the undisturbed night’s rest you are craving.*

- *Your Su Misura Passport is your curated guide to experiencing Florence like a Florentine. We focus each day on a specific neighborhood, and give you a select list of the best cultural attractions, architectural wonders, artisan shops, fashion boutiques, food and wine haunts, cafes, gelaterie. We sift through and give you the gems. Pure and simple.*

“Oh what I would give for an Italian sense of style!”

-Barbara Grizzuti Harrison-

DAY TWO—Duomo

Enjoy breakfast in the elegant dining room as we distribute your individual style worksheets and appointment cards that grant you exclusive access to personal consultations with stylists at the trend-setting **Luisa Via Roma** boutique. Florence’s most sought after personal shopper will join us to give advice and perspective on Florence’s ever-evolving fashion scene.

We will have a private showing at the boutique where you’ll learn how to wear both classic and edgy garments, and accessories with Italian flair. Ask the questions you’ve always wanted to ask: *What styles work best for me? What colors? How can I add spark and imagination to my current style? What fashion items should I, in particular, never be without?* Italian fashion is all about the fabric, the fit and the joy of making it all work for you. Have fun with this, and leave with your blueprint for becoming the artisan of your own style. And, if you plan to shop in Florence, you will know what to look for.

Proceed via a walking tour into **Piazza della Signoria** as your Su Misura art guide relates the story of how this Renaissance City came into being through the efforts of **Arnolfo di Cambio, Vasari and Brunelleschi**. History and fashion come together brilliantly as we visit the **new Gucci Museum**, established in 2011, on the 90th anniversary of this iconic brand. We’ll take a private tour of the galleries and stop for a light lunch.

With your knowledgeable, bilingual art guide, visit the **Uffizi** galleries. Walk the hushed **Vasarian Corridor**, the secret passage of the Medici that enabled them cross the Arno from their offices (now the Uffizi) to their residence, the Pitti Palace, on the other side. This mysterious and beautifully constructed corridor, Vasari’s architectural Renaissance masterpiece, is accessible only by appointment and displays a collection of rare 17th- and 18th-century paintings. Take a step back in time and imagine yourself walking the one-mile length of the corridor alongside Eleonora and Cosimo Medici.

After crossing to the other side of the Arno, you are free to visit the Boboli gardens and the magnificent Pitti Palace to see the art that transformed the Western world. Or you may choose to shop along Via Tornabuoni before returning to your hotel. With our Su Misura passport in hand, walk along Via Tornabuoni, and its fashionable side streets. Examine hand woven linens at the atelier of Loretta Caponi, and then attend jewelry demonstrations at **Bulgari, Damiani or Pomellato**, where jewelry, inspired by sculpture, pushes the boundaries of design

Enjoy the evening and dinner on your own with four vetted recommendations from your *Su Misura Passport*.

“Silk is the fiber, the thread, the fabric that lives in the language of emotions, far beyond its use” - Niccolo and Filippo Ricci

Day Three—Oltrarno and San Frediano

Morning starts with a guided walking tour to **Oltrarno**, known for its hip, off-the-beaten track artisan shops, architectural gems, and piazzas and cafes, as well as the up-and-coming bohemian neighborhood of **San Frediano**. After a stop at the world famous **Brancacci Chapel**, called by Vasari “the art school of the world,” your art guide will take you to **the Antico Setificio Fiorentino** a centuries-old silk mill, owned by *Stefano Ricci* (and dedicated to its old owner *Emilio Pucci*), where we’ll examine opulent silks woven on 15th-century looms and touch shimmering taffetas and jacquards.

At **Olio and Convivium** over lunch, an art historian and a fashion expert will discuss the influences of art, artisanship and fashion on the daily life of the Florentine woman. These women will then accompany you into the fashion boutiques and artisan studios along the charming narrow streets of **Via Santo Spirito, Via Maggio and Borgo San Jacopo**. Over the next few hours, you can visit leather and jewelry workshops where beautifully crafted leather goods are still made-to-measure and by hand. We recommend a mid-afternoon respite for a glass of wine and small plates of Tuscan salumi and cheeses at **Il Santino**—the tiniest wine bar, but one with a generous heart.

Enjoy some time on your own to explore further. Your *Su Misura* art historian and fashion expert will be a phone call away to answer your questions, and your *Su Misura* passport will open the door to unanticipated discoveries. Wander and investigate, because the best way to discover Florence’s insider artisanal treasures is on foot.

In the evening we will take a scenic ride up to Fiesole where dinner awaits on the terrace of **Il Salviatino**, an exquisitely restored palazzo in the hills of Florence. As you dine on the terrace overlooking the gardens, Florence’s rooftops in the distance, a Florentine stylist will conduct a mini fashion show offering invaluable tips, such as how to select and wear the perfect white shirt, how to create magic with foulards, and excitement with a signature piece of jewelry.

“Tourism gives us the means to keep traditions alive. This is what Florence is about, beyond its beauty and its museums; skills, talents, arts and crafts passed on from master to apprentice.” – Laura Gori

Day Four—Santa Croce

Featured Senses: Sight, Touch and Taste

After another delightful buffet breakfast of fresh, locally grown fruits, home baked pastries and expertly prepared breakfast fare, our art historian will take you on a walking tour through the historic streets that lead to the **Piazza di Santa Croce** and the **Basilica di Santa Croce** at its center. On the way we’ll meet international chef, Peggy Merkel, and stop at the Sant’Ambrogio market to pick up fresh ingredients for our lunchtime cooking lesson.

After World War II the *Franciscan friars of Santa Croce* collaborated with the *Gori* and *Cassini* families to establish **La Scuola del Cuoio**, today Florence’s oldest, most revered school of leather. The inimitable Laura Gori invites you to a private workshop where you will learn the inside story about Florence’s leather traditions, and observe leather items being made and engraved, painstakingly, by hand. You may design or order your own one-of-a-kind bespoke leather accessories. The same opportunity awaits you at a private studio where **master mosaicists**, two brothers, sculpt landscapes and portraits from lustrous cut stones, using a 16th-century technique.

There is no disputing that some of Florence’s most loved artisans are its chefs. *Fabio Picchi* of **Teatro del Sale** (literally meaning “theater of salt”) knows that passion, performance art and good honest food is a winning combination. And when that food is crafted with the freshest ingredients, grown from Tuscan soil, that is the height of culinary sophistication. But don’t take our word for it. We are fortunate to have with us, on this part of your sensory journey, acclaimed international chef *Peggy Merkel*. She, with Fabio, will be our guide in this spirited **“lezione di cucina.”** See, touch and smell the remarkable ingredients you will later taste around a rustic communal table, and savor the moment with a glass of outstanding Tuscan wine.

In the afternoon your *Su Misura* art historian will take you inside the basilica where you will see the famous crucifix by *Cimabue* that was damaged in the 1966 flood and the tombs of Florence’s illustrious dead: *Dante, Michelangelo, Machiavelli, Galileo* and *Rossini*. Stroll around the fragrant cloistered gardens and feel as if you are miles away from the city center.

Enjoy the afternoon on your own, your daily *Su Misura* passport in hand, and continue visiting the illustrious artisans of the Santa Croce neighborhood. *Vestry*, serving up some of the best gelato and chocolates in Florence, is close by, as is one of our favorite and edgy shops, *Piedi Nudi Nel Parco*, and the *Luisa Via Roma* factory outlet.

Dinner on your own with recommendations from your *Su Misura Passport*

“True Italian craftsmanship is based on treating things with respect and the dignity they deserve, whether it be an apricot or a cashmere sweater.” – Brunello Cucinelli

Day Five—Montalcino

Featured Senses—Sight, Smell, Taste

After breakfast your driver will pick you up at your hotel and take you to **Montalcino**, an ancient hilltop village known for one of Italy’s most coveted wines, the inimitable **Brunello di Montalcino**, and for a landscape that’s nothing short of breathtaking. Roll down your window as you wind through vineyards, silvery olive groves, and flowering open fields redolent with the intoxicating scents of cypress, lavender and yellow broom. Depending on the season, golden sunflowers rise up like sentries for miles, and the curves of road bring into view not only a castle and a monastery but also the (distant) towers of San Gimignano.

We will stop several times along the old Via Cassia to take in the scents, the Tuscan light and a view of the wonderful Basilica of **Sant’Antimo**. Once inside Montalcino, we will continue to the **Tenuta San Filippo**, a winery owned by the Banti family since the eighteenth century and now under the stewardship of Roberto Giannelli. Roberto’s artisanal pride is palpable everywhere. You’ll see it in the vineyard, whose soil and climate favor lush, robust and elegant wines; in the olive orchard, where the olives are harvested by hand before pressing; and in the new wine cellar re-imagined to preserve traditions while employing a state of the art method to process the grapes. Roberto will first guide you around the estate, then offer up the most luscious of his wines to taste, accompanied by local cheeses and salumi treasured by gourmands all across Italy and beyond.

Back in town, we will lunch at **“Osticcio”** a lovely Enoteca with stunning views of the **Val D’Orcia** and the Montalcino hills. Then, with your Su Misura passport in hand, you will explore the town’s artistic, cultural, and sartorial treasures. We outline the ideal walking tour for you, starting from a climb to the top of the tower of **La Fortezza** and leading all the way down to the bustling markets to buy cheese, wine, olive oil or **vin santo** and to strike up a conversation with the merchants and locals. You may learn more about Montalcino in that single interaction than you will by reading countless guidebooks, and it will be an experience you’ll remember forever.

As difficult as it is to leave, we must be on our way. But good fortune lends a helping hand, for the light over the Tuscan hills at this time of day creates the chiaroscuro effect that has enchanted artists and painters, suffusing the terraced hills with soft lavender, rose and amber hues. We will arrive in Florence early evening, giving you time to relax before we meet in the lobby for a late casual dinner at a fun, rustic spot in **San Frediano** where the chef is gracious, the décor relaxing, and the food is both simple and outstanding.

“In the creation of a scent it is possible to recall a feeling or a place, to move to an imaginary space or to invent new emotional dimension.”- Lorenzo Villoresi

Day Six—OLTRARNO

Featured Senses: Smell, Touch, Sight

Returning to the Oltrarno, we will now explore another Florentine scene—one steeped in the romance of history and of perfume. Guided by our art expert, we will see the magnificent restored **Tower of S. Niccolo**, then continue on to the studio of master perfumer **Lorenzo Villoresi**, with its graciously appointed room overlooking the Arno. According to Villoresi, perfumery is an unlimited world. His creations, encased in lead crystal and handmade Tuscan leather, evoke images of Middle Eastern lands, Tuscan gardens and mysterious moments. In a hands-on workshop, you will work with individual fragrance oils and learn how a perfume’s top, middle and base notes blend like the individual notes of music on a woman’s skin. You may also discover a fragrance that’s unique to you alone.

As we leave Villoresi, we will stop to visit one of the best and most original ateliers for handmade papers and leather diaries. We will also stop at **Busatti** to see and touch beautiful handmade linens, woven in characteristic Tuscan colors and found only here in this place. The next stop is the hauntingly beautiful **Villa Bardini**. The gardens showcase an English wood planted with cypress and oak native to the 17th-century palace, and the villa’s sweeping Baroque staircase will lead us into the costume archive of the Roman fashion designer **Roberto Capucci**. Here, our imaginations can take flight as we explore the sartorial treasures of the past.

After lunch our Su Misura art historian and our Su Misura personal shopper will take you to see some of Oltrarno’s most original artisans at work. You will not see creations like this anywhere else in the world. At **Petra Casini’s** artisans demonstrate the jewelers’ art of stone cutting. At **Angela Caputi**, stylists show how to be adventurous with accessories. And at **Mara Broccardi**, made-to-measure handmade shoes will introduce us to a new world of beauty and comfort.

Throughout the day our Su Misura art historian and our Su Misura personal shopper will accompany you. Should you decide to strike out on your own, they will be only a phone call away to answer questions and offer guidance.

Join us for cocktails in the lobby of your hotel where you will meet **Dr. Vranjes**, another master of scent. His gorgeous perfumed diffusers are designed to transport you back to a special place or a moment in time, or to entice you to visit to a place you’ve never been.

Enjoy dinner on your own and with your new travel companions with four recommendations from your Su Misura Passport.

“It’s not just a question of money, but there are still values, the passion for a well-done job, the ethical engagement to keep a heritage spreading through centuries and entering the deep weft of a city-Florence-considered the cradle par excellence of extraordinary artisan works.” – Antico Setificio Fiorentino

Day Seven—Duomo and Centro Storico

Featured Senses: Sight, Touch, Taste

On your last full day in Florence, you will leave after breakfast in the company of our Su Misura personal shopper and head to the outlets of **Prada, Frette, Gucci** and others, armed with the knowledge gained by all the stylists you’ve met. Your luxury transport will bring you back to your hotel after lunch.

Or, you may choose to visit *Il Museo Nazionale del Bargello* with your Su Misura art historian. Its sculpture collection, noted as one of the finest representations of Renaissance sculpture, includes works by *Donatello, Michelangelo, Cellini, Giambologna and Della Robbia*.

On this, your last afternoon in Florence, you have several options.

Spend the afternoon on your own by returning to a favorite neighborhood, museum or café. If new adventures continue to tantalize, this is the perfect opportunity to visit **L’Accademia** with *Su Misura’s* art historian. Or you might want to do some last minute shopping or make an appointment with an artisan for that special gift to yourself. Our Su Misura fashion expert is available to assist you. You can wander up to **Piazzale Michelangelo** for a beautiful view of the **Duomo**. Indeed, there are a hundred glittering options to choose from: a treat from **L’Arte del Cioccolato**, a stroll along the Arno, fabric shopping at **La Casa del Tessuto**, a cup of signature hot chocolate at the **Hemingway café** in Oltrarno, a stop at the **sculpture studio in San Frediano**. We will meet you at five o’clock in the lobby of your hotel and leave for our closing festivities.

To end our sensory journey through the world of Italian style, we’ve arranged something special: an homage to every woman’s favorite accessory—shoes! You have been invited to the **Ferragamo Museum** for cocktails and a private viewing of the gorgeously displayed footwear collection that spans Salvatore Ferragamo’s career. The exhibit will reveal not only the sources of Salvatore Ferragamo’s inspiration but his heartfelt commitment to a level of authenticity and artisanship that defines Florentine fashion and style. You will have experienced this commitment throughout your visit here, and Ferragamo’s museum is the ideal culmination of these experiences.

Later that evening we will gather for a special dinner in a trendy and beautiful new Florentine restaurant that is still known to only a select few, one that encompasses all the sensory pleasures you have embraced throughout this visit. Relax, sip wine, and bask in the Florentine spirit of artisanal splendor as you recount the special adventures of this week with your new friends.

Day Eight - Departures

On this last day we will have another glorious breakfast around the noble mahogany table we have gathered around on separate occasions throughout our sensory style journey. The hotel General Manager and staff will join us, and when your luxury transport arrives to take you to the airport, we will all gather outside, in Piazza Santa Maria Novella, Tuscan style, for one more group photograph and to wish you good-bye. Tuscan hospitality means that you arrive a visitor and leave a friend, and that you're destined to return. Arrivederci.