



ELESTA

Travelling Passion



Elesta seeks beauty, everywhere it is.

Elesta is passionate about researching Italian culture. We care about connections, joining together people, places, and themes to create custom itineraries for curious and discerning travelers.

We are an Italian tour operation based in Milan with an artistic bent. Our home of Italy is like a museum, and we curate experiences for you based in the heritage of applied knowledge and expertise that exists only here.

Our community of advisors spans the full array of culture and design—from art and architecture to archaeology and enology, and from the culinary arts to fashion and all areas of craftsmanship.

Let us be your guide as you explore and realise your passions during a journey through Italy's varied and matchless cultural heritage.





**Welcome to
FASHION IS CULTURE**

FASHION IS CULTURE

Milan, Italy

Welcome to our captivating expedition into the vibrant world of Italian fashion. In this multi-faceted itinerary, we invite you to delve deep into the hearts and the history of designers, brands, and sartorial experts who established Italy as the capital of fashion.

Curated by Elesta

Milan is a paradise for fashion and design lovers. The schools of Maragoni, Naba, and Domus are considered among the best in the world for international professionals. The giants of Italian fashion take their inspiration from the museums and the streets.

This itinerary invites you to discover the secrets of Italian fashion and design by way of visits with famed designers, tailors, and accessories experts across the whole of Lombardy. All the while, Italian art, landscapes, culture, and food will surround and entice you.

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YOUR TRIP



The Itinerary
FASHION IS CULTURE



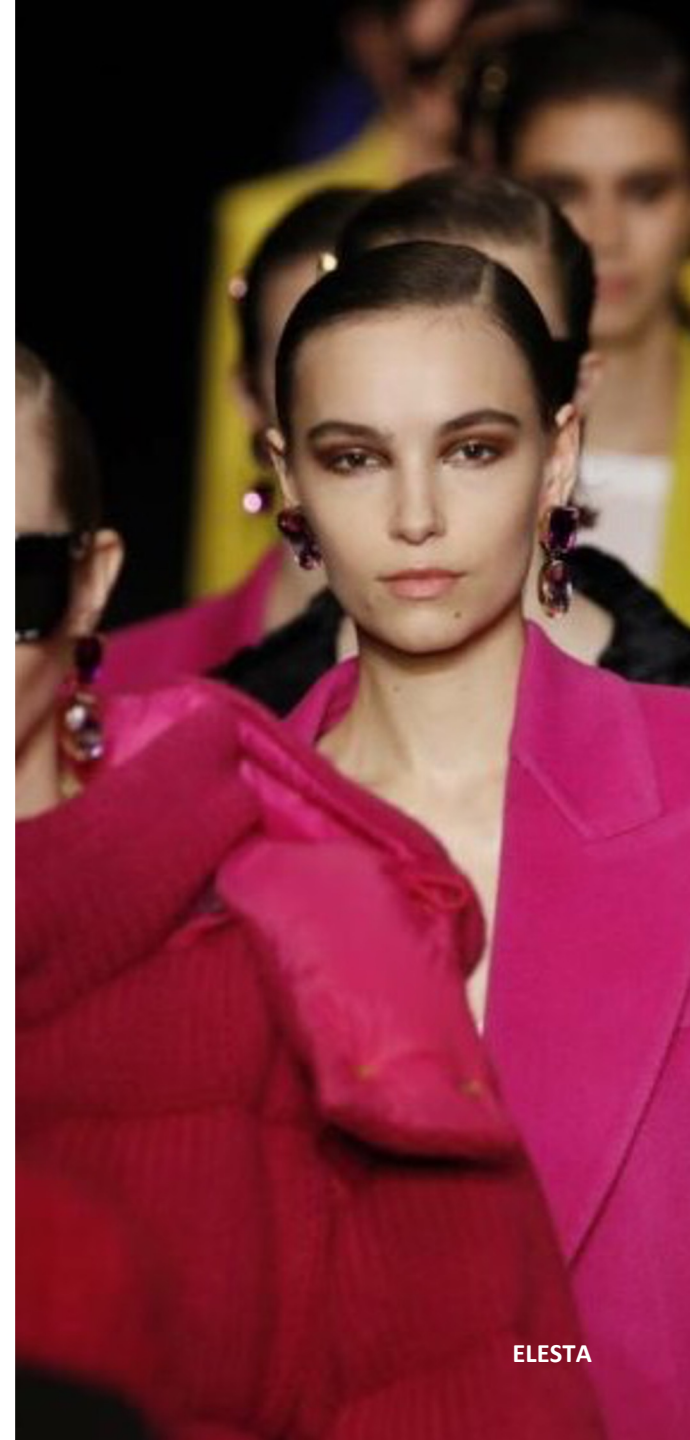
DAY
01

Milan, the capital of fashion

Arrive at Milan Malpensa airport and travel to Milan City Center via private transfer.

Here you will check in at your hotel in the heart of the city, placing you and your companions right at the crossroads of culture, fashion, and design.

Welcome drinks and a light dinner will be given on the hotel premises. Finally, a brief description of the tour will follow, given by your Elesta expert guide.





DAY
02

Milan, the capital of fashion

After breakfast, you will meet your personal guide for your introduction to Milan. As you walk its streets and neighborhoods, you will uncover how its design and structure reflect its cultural and political history, from the Roman ruins still standing in the city center to the Spanish walls built after centuries of expansion. Take in the architectural wonder of **Teatro alla Scala**, **the Duomo**, **the Galleria Vittorio Emanuele**, and we will, of course, stop for an espresso or another refreshing drink in one of Milan's historic cafes or bars.

As the grand finale to your first Milanese day, you will visit Leonardo DaVinci's masterpiece, ***The Last Supper***.

Dinner will follow at your leisure.



DAY
03

Zona Tortona

Today you will visit the **Armani Silos Museum**, a 19th century granary now transformed into a stunning archive of fashion. You will also explore **Zona Tortona**, home of **Milan Design Week**. After a visit to the **La Scala Costumes Atelier**, we will walk back to the **Navigli** area for lunch.

Set on two canals, it is the ideal setting in which to better understand the vital commercial connections between the city and its surroundings. At one time the narrow river for which the **Navigli** is named was a key trade route. Milan's connections with the Alps, France, and Switzerland are all part of the history that has made the city so vibrant and prosperous.

The rest of your afternoon and your dinner will follow at your leisure.



DAY
04

Lake Como in Fashion

After lunch, travel via private transport to the beautiful Lake Como.

Here, in the 15th century, Ludovico Il Moro, the Duke of Milan, invited the inhabitants of **Lago di Como** to plant mulberry trees in their gardens so they could grow silkworms. The Milanese silk industry has flourished ever since.

Discover the secrets and artistry of textile creation in a place that, since 1985, has been dedicated to the study of its cultural, technological and design heritage: the esteemed **Fondazione Ratti**.

Antonio Ratti established his foundation as a means to transform his passion for art and textiles into an actionable initiative. In this way, he could give back to the city that had inspired him and so many others.

Enjoy a free afternoon to explore the area at your leisure.

The day ends with *aperitivi* and dinner in Como, overlooking the lake.



DAY
05

Deep dive into italian brands

Let's meet the big ones! We will accompany you to the most famous brands in the world.

Walk along **Via Montenapoleone** and **Via della Spiga** to meet representatives from **Armani, Prada, Dolce e Gabbana** among others. This is where the most renowned Italian brands display their new collections. We will visit the original **Prada** store, established in 1919.

All this is 'Made in Italy' at its best. Even the shop windows hold magic: the displays are pure art. No wonder Italy is renowned as the place to study the art of window dressing.

In the afternoon, you will continue exploring at your leisure. Elesta is available to arrange optional visits to the futuristic galleries of the **Fondazione Prada** or to offer other suggestions for pursuing your fashion and artistic dreams.

In the evening, we will join back together to learn how to make an exceptional 'risotto alla Milanese.' In the private home of a Master Chef, we will cook, partake in dinner, and indulge in a glass or two of exceptionally good wine.



Lago Maggiore

DAY
06

Discover at your leisure the intoxicating beauty of **Lago Maggiore**, an idyllic haunt one hour from Milan. Once you arrive via private transport, you will understand why the wealthiest families of Milan have built their weekend villas on this lake.

Join them in seeking out its most tranquil and private locales. Here, you will visit the **Borromeo Islands**, stopping for *gelato* in charming **Stresa**, where you will meet producers of hand-made shoes.

After a light lunch, enjoy free time in **Arona**, where you can shop and explore like a local.

Your Elesta guide will be available to answer your questions and to direct you to the most interesting, and less frequented, locales. Return to Milan to relax and have dinner at leisure.



Experience Pino Grasso's Atelier: haute couture in the making

In the morning, you will meet Raffaella, the daughter heir of **Pino Grasso**. A master embroiderer and scion of Italian haute couture, Pino Grasso created many of the exquisite textiles and garments worn by the Hollywood film stars, including embroideries for the costumes in Baz Luhrmann's *The Great Gatsby*. He also collaborated with major Italian fashion houses, his designs now part of the celebrated annals of Gianni Versace, Bottega Veneta, and Etro, among others.

Today, his atelier is still revered for its innovative design, exquisite craftsmanship, and bold vision. The atelier's staff will take you into an exclusive workshop to see firsthand how their embroiderers and artisans make, by hand, some of the most gorgeous dresses in the world.

After a group lunch in **Brera**, known as Milan's artists' quarter, you are free to explore the galleries, artisan boutiques, and many vintage shops in one of the coolest parts of the city. Your guide is eager to provide you recommendations tailored to your interests.

Dinner follows at your leisure.



Experience Street Market Shopping *alla milanese*

It's market day in Milan!

A fashion expert will take you to the city's most famous street market, a place beloved for its brand-name designer bargains. Experience firsthand why Milanese women are known not only for their sense of style but also for their ability to unearth affordable and original fashion options.

After a light lunch, we will embark on yet another Milanese shopping experience, this one in a private home overlooking the dramatic skyscrapers in the modern **Piazza Gae Aulenti**, named after the brilliant and prolific architect and designer Gaetana Aulenti. Here, we will find exclusive vintage, pre-loved, and unique fashion items from brand ambassadors at incredibly favorable prices.

Afterwards we will take a quick stroll over to **Corso Como**. Here we will stop for an *aperitivo* at the historic **Corso Como 10 Store and Café** and explore its art gallery, founded by Italian Vogue magazine editor Carla Sozzani.

Finally we return to the hotel and get ourselves ready. Tonight is our grand Farewell Dinner in Brera.





DAY
09

Arrivederci!

It's time to say a sweet farewell to Italy. After a group breakfast with your personal Elesta guides, you will depart for Malpensa airport via private transport.

We hope to see you again!

READY FOR TAKE-OFF?

Tour fee includes travel by private transportation where stated; hotel accommodation in a double room, breakfasts included; lunches and dinners where stated with one glass of house wine; all admissions; taxes; and the services of a tour manager.

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We are able, of course, to accommodate any specific requests regarding additional activities that you would like to experience (e.g. Ticket to a performance at La Scala).

Need more information? Contact us, we are always here to consult and inspire.

Travel Details

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Tour Dates

May 25th – June 2nd 2024

Oct 5th – Oct 13th 2024

Tour Costs

\$ 5,495.00 (double occupancy)

15% supplement for a single room

Rates include

4* Hotels Accommodation with breakfast

Private coach transfers

Meals where stated

Expert guides & all entrance fees

Exclusive access to ateliers and museums

Transfers from and to Milan Airports

Rates don't Include

International flights

Food & Beverage not included in itinerary

Hotel tax (5€ per day)

Anything not mentioned in the "Rates includes" section above.

**Need more information? Contact us,
we are always here to help.**

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