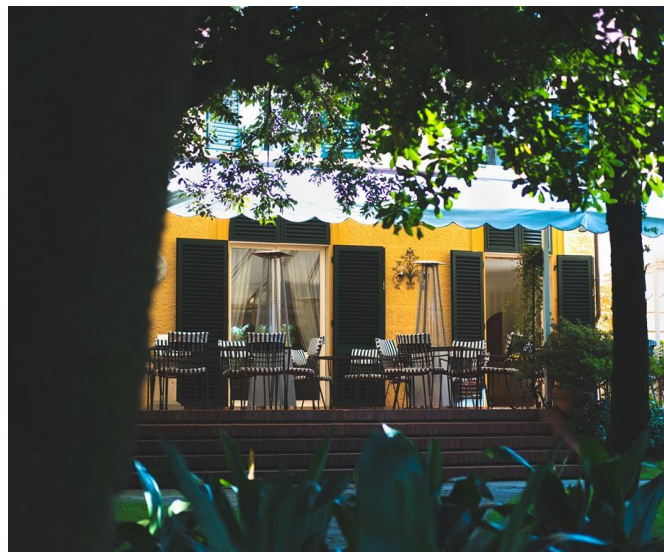


[Vhttps://www.harpersbazaar.com.au/travel/the-bazaar-travel-guide-to-for-te-dei-marmi-V19766](https://www.harpersbazaar.com.au/travel/the-bazaar-travel-guide-to-for-te-dei-marmi-V19766)

THE BAZAAR TRAVEL GUIDE TO FORTE DEI MARMI

*The who, what, where of luxury travel in Italy's untapped hideaway for
the aristo-crowd.*

JAN 07, 2020 5:21AM BY DIVYA BALA



On Italy's Adriatic coast, the well-worn tourist traps of Venice, Pisa and Polignano a Mare give way to a more discreet type of town. Frequented by the folk of Milan, Florence and Bologna, who come to enjoy long, leisurely stays, Forte dei Marmi has long been a holiday haven for elite tourism.

At the beginning of the last century, the jet set began arriving in droves, following the likes of the Agnelli family, (of the Fiat, Alfa Romeo and Chrysler corporations) who pioneered the construction of luxurious, sprawling villas for family holidays. Followed then by the Barilla, Lavazza and Moretti families, the tiny beachside town quickly became a hub for the well-heeled.

These days, it's Rodeo Drive meets Manly Beach, a mix of palm trees and posh boutiques with the pace of a beach town, a charming mix, to say the least.

Read on for the best addresses this hidden gem has to offer.

[Vhttps://www.harpersbazaar.com.au/travel/the-bazaar-travel-guide-to-forte-dei-marmi-V19766](https://www.harpersbazaar.com.au/travel/the-bazaar-travel-guide-to-forte-dei-marmi-V19766)



IMAGE: HOTEL AUGUSTUS YANN MOSZYNSKI

Must Stay: Hotel Augustus

Built at the turn of the last century by the Agnelli family as a holiday home-away-from-home, the Hotel Augustus has, over the years, hosted an eclectic mix of characters, including some of the first Russian nobles exiled in Stalin's purges, followed by the likes of Jimi Hendrix, Catherine Deneuve and Jodi Foster.

Comprising of three buildings, seven villas and a total of 105 rooms nestled amongst verdant gardens, the hotel is in keeping with its original aesthetic, from the blossoming floral wallpaper to the jewel-coloured floor tiles.

[Vhttps://www.harpersbazaar.com.au/travel/the-bazaar-travel-guide-to-forte-dei-marmi-V19766](https://www.harpersbazaar.com.au/travel/the-bazaar-travel-guide-to-forte-dei-marmi-V19766)



IMAGE: HOTEL AUGUSTUS YANN MOSZYNSKI

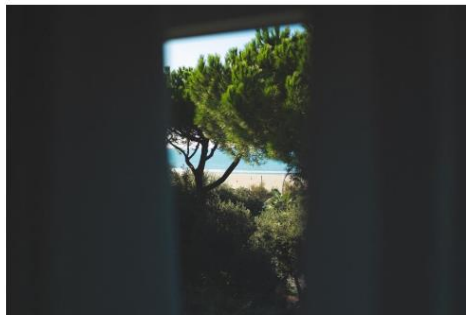


IMAGE: HOTEL AUGUSTUS BEACH YANN MOSZYNSKI

Must Swim: Hotel Augustus

Yes, this is a double up, but, as the only hotel in the village with it's own beach front (and beach club) and a private underpass from the villa directly to the sand the strip of coast is one of the prettiest to see from the shelter of your cabana. Plus, the heated outdoor pool with jacuzzi and surrounding beach huts are Instagram-perfect.