

PRINT EDITORIAL
ALL ABOUT ITALY

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DESIGNER ELEGANCE IN FORTE DEI MARMI

SUMMER IN FORTE DEI MARMI TASTES LIKE TIMELESS LIGHTNESS: IT'S THE QUIET SOUND OF BICYCLES GLIDING DOWN TREE-LINED AVENUES, THE INTENSE SCENT OF PITTOSPORUM ON WARM EVENINGS, THE SWEET FLAVOR OF WILD BLACKBERRIES. IT'S THE TOWN MARKET, WICKER BASKETS, WOODEN BEACH SKATES, WHISPERED KINDNESS, RESPECT, AND THOUGHTFUL GESTURES. THESE ARE THE DETAILS THAT CONTINUE TO MAKE THIS PLACE AN ENDURING SYMBOL OF ITALIAN STYLE

Two icons of Made in Italy, Gallo and Augustus Hotel & Resort, come together to write a story of timeless style

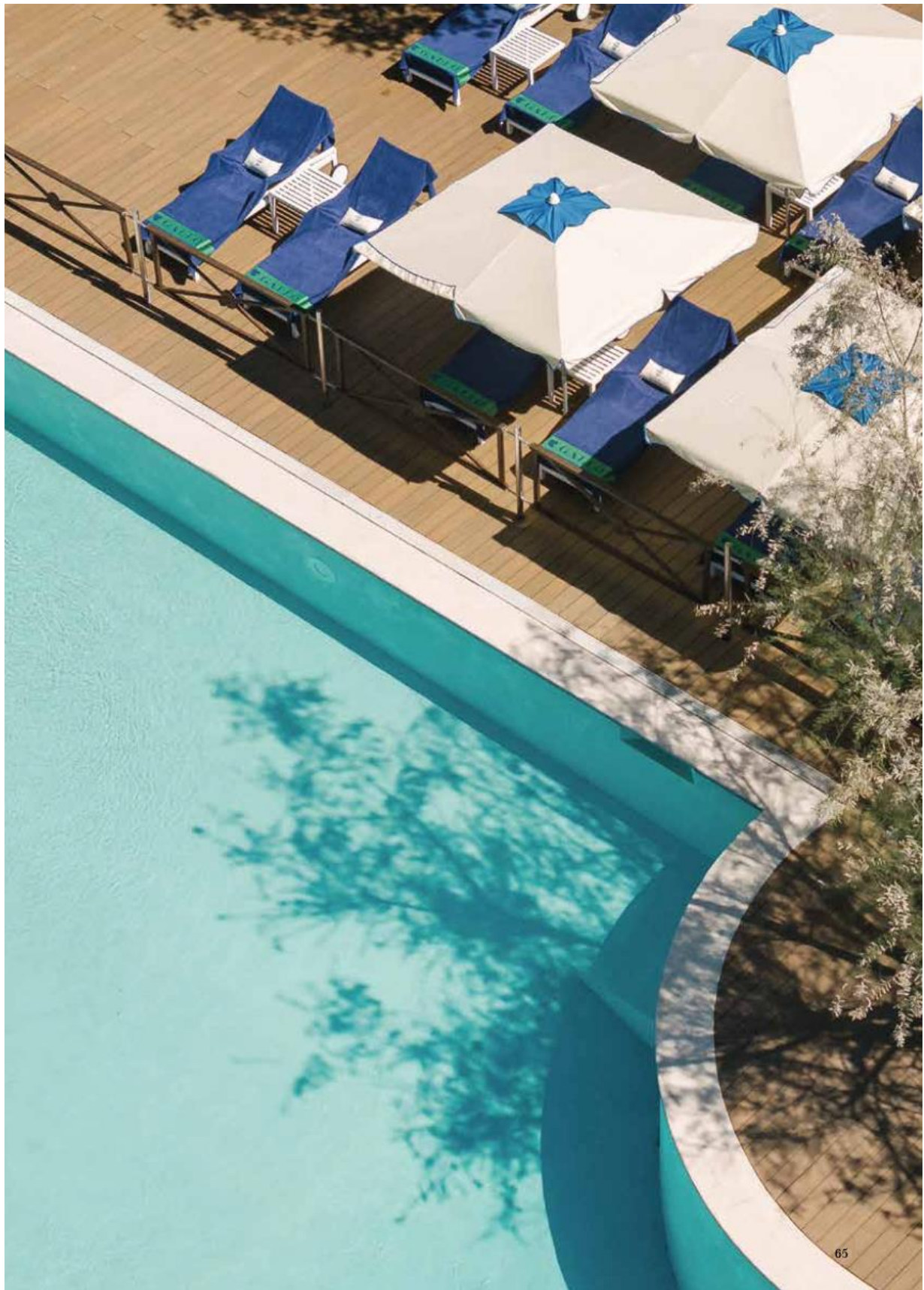
This year, Forte dei Marmi becomes even more extraordinary thanks to the encounter between two icons of Italian excellence: Gallo and Augustus Hotel & Resort. In the lush, discreet garden of the Augustus, beneath the date palm and amidst the rustling pines, a new project is born — one that celebrates the synergy of two like-minded visions: that of Giuseppe Colombo, the creative soul of Gallo, and architect Vittorio Mascietto, patron of the Augustus. Two worlds united by a shared devotion to essential elegance, harmony, and a love for the kind of detail that tells a story. For summer 2025, the Augustus pool has been reimagined to welcome guests into a refined embrace of asymmetric stripes and soft, sophisticated tones. Umbrellas and cushions take on a refined rope-like hue, brought to life by Gallo's iconic patterns in marine shades of green and blue. This aesthetic is not just design — it's an experience: an invitation to slow down, to observe, and to be cradled by

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beauty. Even the bar area becomes a visual narrative of this partnership, with a large feature wall decorated in the same stripes that adorn towels and furnishings. Every element becomes part of a sensory symphony, where nothing is left to chance and everything contributes to conveying the deeper meaning of an exclusive stay. This collaboration is more than a design project — it's a love letter to Forte, to its unmistakable spirit and grace. "Forte dei Marmi is my creative oasis," shares Giuseppe Colombo. "A place where time slows down, where you start listening again, where

ideas are born. It's a place close to my heart — where everything takes shape." Indeed, Forte dei Marmi has never been just a destination. It's a way of living — an understated elegance. "With Gallo, we share a vision rooted in care, personality, and discreet refinement," says Giacomo Maschietto, CEO of Augustus Hotels. "And this project is its clearest expression: a sensory and emotional experience for those who seek not only luxury, but authenticity." With Gallo and Augustus, Forte dei Marmi confirms its place as an icon of a style that doesn't follow time — it sets it.

