

# NEGRI FIRMAN

## PR & COMMUNICATION

WEB EDITORIAL

CALIBRE

20/06/2025



### **Augustus Hotel and Resort: Tuscan tranquillity at its finest**

---

There's nothing quite like basking in the glorious Italian sunshine, with an Aperol Spritz in hand and the sand between your toes, as your cares melt away. Now, add in the five-star luxury of a private beach club and an exclusive hotel nestled in lush greenery. At the Augustus Hotel and Resort in Forte Dei Marmi, Tuscany, that's precisely what awaits you.

#### **Suites and Villas**

The resort comprises several different types of accommodations: Villa Pesenti (the main villa), Augustus Lido (previously Villa Agnelli) and a modern complex known as La Nave (The Ship), as well as private villas, each with its own garden area and plunge pool.

We stayed in Villa Pesenti, in a third-floor room with a large balcony where we could sit, relax, and enjoy views across the lush gardens. The room was well-appointed, with a lounge area at one end and a comfortable king-sized bed at the other. Within the spacious main bedroom was a rather regal-looking glass-walled bathroom with a sliding door. It had a rainfall shower, a toilet, a sink, and a large mirror, and was surrounded by curtains to provide some privacy.



# NEGRI FIRMAN

## PR & COMMUNICATION

### WEB EDITORIAL

### CALIBRE

20/06/2025



The second bathroom at the other end of the room was equipped with a shower over the bath, a good-sized sink vanity unit and a toilet. This should have been perfect for a double room, but the shower was disappointingly underpowered, so we found ourselves using the glass box bathroom most of the time. I was confused by the need for two full bathrooms, but it added to the feeling of luxury, which is hard to fault.

The dressing area was concealed by a dividing wall and curtains at each end, and had hanging space and storage for bags. It wasn't overly spacious, though, and for guests staying for a couple of weeks, who would undoubtedly have a good amount of luggage, it would feel a little cramped.





# NEGRI FIRMAN

## PR & COMMUNICATION

### WEB EDITORIAL

#### CALIBRE

20/06/2025

Plug sockets and USB ports are placed on each side of the bed — a simple thing that is often overlooked in hotels. If you do need to use the socket, it's helpful to note that Augustus uses Italy-specific sockets, rather than the European standard type. A quick trip to reception easily remedied the problem as they had an adaptor on hand.



On the spacious balcony, there's plenty of comfortable seating and tables to allow for a leisurely room service breakfast, lunch or evening drink if you're craving solitude.

### Dining and drinks

Breakfast at Augustus was a comprehensive offering. It had a fabulously varied buffet selection, with just about anything you could want, including fresh fruits, breads and pastries. There were options for vegans and vegetarians, too, which were well separated to avoid contamination and clearly labelled. There was even a dedicated table of tasty breakfast treats for younger guests to help themselves. When a breakfast buffet didn't entice, a hot food selection was also available, with everything cooked fresh to order.





# NEGRI FIRMAN

## PR & COMMUNICATION

### WEB EDITORIAL

### CALIBRE

20/06/2025



Beef Wellington with braised leeks



Fresh pasta filled with Genovese sauce

The dessert menu featured some classic Italian dishes with a modern twist — the creamy sefra di Tiramisu was a particular highlight. The flambe options added a touch of dramatic flair to the dining room and were expertly handled by our waiter, Stefano, who did a fantastic job of both entertaining and serving us.



Table-side flambe



Crepe Suzette

# NEGRI FIRMAN

## PR & COMMUNICATION

### WEB EDITORIAL

#### CALIBRE

20/06/2025

Our visit was at the beginning of the season and mid-week, so the restaurant was quiet and food arrived at our table fairly quickly, but even at the peak of the season, I have no doubt that the service from the excellent staff would be just as outstanding.

After dinner, we retired to the lounge bar at the front of the restaurant, as the weather outside was a little changeable. The lounge bar featured several sofas and some bar stools, providing a comfortable spot to enjoy a few drinks. There was plenty of seating outside for guests to enjoy the warmer evenings, with capable staff diligently ensuring that drinks and snacks were flowing nicely, both inside and out.



For lunch, you can head over to the private beach club to Bambaissa Restaurant and enjoy a sun-soaked, beachside bite. The menu includes a variety of dishes, from soup to sushi, so you'll find something delicious to enjoy. The extensive wine list and cocktail menu will quench your thirst, too.

### Resort Facilities

In the grounds of August Hotel and Resort, you'll find a swimming pool that's well sheltered behind hedges for hotel guests seeking a little peaceful seclusion, a well-equipped gym and, for those wanting to indulge in the ultimate relaxation, a day spa. The spa offers a variety of treatments, including massages, manicures, facials, and exfoliations, all at an additional cost.

If you need that feeling of sand between your toes to relax into the holiday completely, then the Augustus Private Beach Club delivers. Just a short stroll through the peaceful grounds of Villa Agnelli and a private tunnel, and you emerge at the entrance.



# NEGRI FIRMAN

## PR & COMMUNICATION

### WEB EDITORIAL

### CALIBRE

20/06/2025



Here, you can relax in style in one of the 74 deluxe tents, complete with one queen-sized and two single sunbeds, as well as deck chairs, on the sand. If you prefer your feet sand-free, there are also 26 private cabins well away from the beach. The fees for these aren't generally included in your room rate, but packages are available outside of high season.

All Augustus Hotel and Resort guests are welcome to enjoy the facilities at the beach club, including the heated saltwater jacuzzi pool. Take a refreshing dip and then relax by the poolside, before heading to the restaurant for a spot of lunch or a luxurious **cocktail** — bliss.

While we relaxed and lounged happily in the pool, there were water sports, such as sailing, canoeing, and windsurfing, on offer for those craving something more energetic.





# NEGRI FIRMAN

## PR & COMMUNICATION

### WEB EDITORIAL

#### CALIBRE

20/06/2025

Having had our fill of swimming and sand, we took advantage of the free shuttle bus service from the hotel to Forte Dei Marmi, where we wandered around the local market and designer shopping streets. The on-demand service is available every day, and to arrange the return trip, you simply call the hotel. We decided to walk back, a pleasant seafront stroll that took about half an hour at a leisurely pace.

#### **Augustus Hotel and Resort: The Verdict**

Augustus Hotel and Resort is a prime example of **five-star luxury** [↗](#) at its very best. From the moment you arrive and turn into the narrow, gleaming red driveway, surrounded by beautiful, lush greenery, it delivers an unforgettable taste of Tuscan luxury. From the elegant, serene surroundings and impeccable cuisine to the private beachside bliss, Augustus shines.



However, what made the experience truly five-star for us was the warmth and attentiveness of the staff. With quiet efficiency, every need was met and request fulfilled. Whether in the restaurant or relaxing with a cocktail in the sunshine, a member of the team was present to anticipate your needs without being intrusive. It's this level of service that transforms a five-star stay into a truly exceptional one — and makes you start planning your return the moment you leave.