

TRAVEL AND HOSPITALITY

## LVMH's Belmond hotel group runs paeon to Italy as travel slowly resumes

June 17, 2020



*Italy: Sell the country, sell the hotel. Image credit: Belmond*

By LUXURY DAILY NEWS SERVICE

Anticipating the slow return of travel and tourism, LVMH-owned hospitality group Belmond is running a campaign to pull the heartstrings of consumers enamored with Italy.

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The company commissioned Emmy Award-nominated director Francesco Carrozzini to write and narrate a film titled, "My Love Letter to Italy."

**Belmond's** goal with the effort, as the brand points out, is to "experience a new Italian renaissance."

Italy suffered heavily with the COVID-19 coronavirus claiming tens of thousands of Italians. The nation's lockdown for more than two months has devastated business, particularly the travel and tourism, and luxury sectors.

Hitting all the keys

Running one minute and thirty-two seconds, the film is being promoted on Belmond's social channels including Twitter, Instagram and YouTube, as well as its Belmond.com Web site.

Viewers are invited to be seduced by "the golden light of Tuscany, savor the sweet taste of tradition with a gelato' in Portofino's piazza, cherish the feeling of sun-kissed skin after long days on the Amalfi Coast and lose yourself, and time, exploring the wild nature of Sicily before returning to the warm hospitality of Belmond where the ordinary becomes extraordinary.

"From romantic encounters for Amore Cortese' to escapes in the beauty of nature and the welcome embrace of human virtues - it is time to fall in love with Italy, all over again."

Mr. Carrozzini is the son of Franca Sozzani, late editor of *Vogue Italia* and son-in-law of Dame Anna Wintour, current editor of American *Vogue*, and artistic director of magazine publisher Cond Nast.

*Belmond: My Love Letter to Italy*

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