

A Florentine Journey Through Craftsmanship & Elegance for an International Luxury Jewelry Maison

FLORENCE | APRIL 2026

Designed for an exclusive international clientele, this multi-day luxury incentive experience immersed guests in the elegance, craftsmanship, and cultural heritage of Florence through a curated program of privileged access, iconic venues, and bespoke lifestyle experiences.

Inspired by the timeless sophistication of the brand, the event combined luxury hospitality, extraordinary Florentine settings, and seamless guest management to create a refined and highly personalized journey in the heart of Tuscany.

EXCLUSIVE FLORENTINE HERITAGE EXPERIENCES

Private access to some of Florence's most iconic locations, including an after-hours visit to the Uffizi Gallery, a heritage experience at Palazzo Pucci, and a gala evening hosted inside the Salone dei 500 at Palazzo Vecchio.

ITALIAN CRAFTSMANSHIP & LUXURY LIFESTYLE

Immersive encounters with Florentine artisans and prestigious maisons, including a live silversmith demonstration, exclusive access to Maison Ferragamo, and private experiences at the historic Antico Setificio silk mill.

SIGNATURE TUSCAN EXPERIENCES

Ferrari driving experiences through Tuscany, refined culinary moments, exclusive dining settings, and tailor-made hospitality designed to reflect the elegance and exclusivity of the brand.

LUXURY HOSPITALITY & GUEST MANAGEMENT

VIP airport assistance, multilingual hostesses, luxury transportation services, concierge-style support, and full operational coordination throughout the entire guest journey.

THE RESULT

A sophisticated luxury incentive experience blending Florentine heritage, Italian craftsmanship, and immersive hospitality — creating a seamless and memorable journey perfectly aligned with the identity of the brand.



EVENT AT A GLANCE

40 International Guests
5-Day Luxury Incentive Program
Private Access Experiences
Historic Florentine Venues

