

Valentino Beauty chooses the Argentario Golf & Wellness Resort for the *Born in Roma* perfumes



Argentario Golf & Wellness Resort in Porto Ercole, Tuscany, hosted the summer event for Valentino Beauty's *Born in Roma* perfume line.

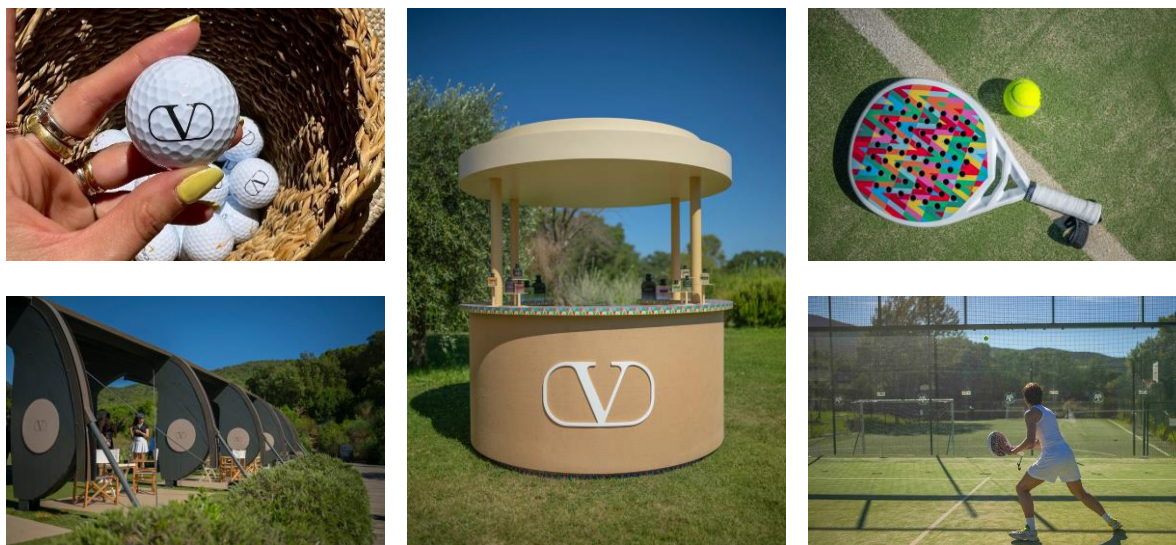
The exclusive event from 4 to 11 July 2024 stood out for its thematic settings, inspired by the brand's fragrances, which integrate neutral shades and natural materials in harmony with the landscape of the Tuscan venue.

Raffia and rattan, beige and camel, embellished with hints of shades that recall the color scale of the fragrances: the pink of Rome's light, the brilliant yellow of the midday sun, the coral of sunset, and the green of the aurora at dawn.



Born in Roma's chromatic harmony created a visual and olfactory journey with various installations around the resort and golf course.

At the Fragrance Bar, expert perfumers helped guests find the *Born in Roma* scent that suited them best. On the Club House terrace, guests enjoyed themed drinks while enjoying the sunset. There were sporting challenges with the fragrance of summer between the padel courts and the golf driving range.



Valentino Beauty continues to innovate, creating events that highlight its products and promote a lifestyle in tune with wellness and nature, just like the chosen location – the Argentario Golf & Wellness Resort.

The Tuscan resort is known for its commitment to sustainability and for combining modern design, authentic experiences and uncontaminated nature. These unique qualities led Argentario Golf & Wellness Resort to join Autograph Collection in June 2024, Marriott International's dynamic portfolio of independent hotels selected for their individuality, craftsmanship and distinctive vision of design and hospitality.

