



GOOD TO KNOW INFO ON SHOPPING!

While we enjoyed visiting the multiple regions on our Italy FAM itinerary, a reoccurring theme was the shopping opportunities we came upon. We thought we'd share where and what you can find in each region.

Amalfi Coast

Shopping highlights include leather, handmade custom sandals, linen, ceramics, and décor with lemon designs (bright yellow and blue hues). We found Sorrento to have the best prices we saw on our entire trip for purchasing leather and linens.

Capri

While Capri had selections similar to the coast, there were nice shops in Anacapri for buying gifts (custom sandals/linen/limoncello). The stores in the village of Capri were also very nice, offering more high-end boutiques.

Florence

Via Tornabuoni is Florence's answer to Rodeo Drive and Fifth Avenue. Here you'll find all of the major luxury boutiques: the first Salvatore Ferragamo store and museum, Gucci, Pucci, Versace, Pomellato, Hermes, Tiffany and Cartier, just to name a few. We greatly enjoyed a visit to Il Papiro Firenze, a company which produces items in hand decorated paper with techniques inspired by the tradition of Tuscany. Another must visit shop just around the corner from Grand Hotel Minerva is Santa Maria Novella, the original location of this luxury apothecary.

Forte dei Marmi

Here, everyone rides their bikes from the hotel/villas into town. The stores range from local boutiques to high-end brands such as Louis Vuitton. You'll want to check out the famous market that is open year-round 8am-12:30pm on Wednesdays and Sundays. You can spend hours getting the best deals on cashmere, silk scarves, linen, shoes, fur, leather, ceramics and more.

Rome

With Rome being the biggest city, you really have to know where you are going for shopping. Near our hotels we found stores with fast fashion to ensure some fun and affordable styles. The road leading to the Spanish Steps (Via Condotti) offers the high fashion designer brands including Hermès, Bulgari, Gucci, Prada, La Perla and Jimmy Choo. Rome would be a great city to a private shopping experience curated by our DMC, Italy With Class. Another, unique experience provided by our DMC is a visit to a food market. The chef of their cooking school, In Rome Cooking, will walk you through the market, introduce you to the vendors (many of whom have been there for over 20 years) and have you sample fresh foods and treats. You will purchase a few ingredients and walk a block to the school where you will have your cooking class and use the fresh ingredients in your recipe that you will be able to enjoy in their lovely dining room.

Tips for shopping in Italy

When packing for your trip, leave extra room in your suitcase for purchases.

Smaller suitcases make it easier to get on and off trains if you are taking multiple train trips on your journey.

Before travel, create a list of who you need gifts for.

When shopping, always take a break for a rose, Aperol Spritz or other drink of choice to ponder the purchases thus far and plan the future purchases.

If you make purchases in a store that is 150 euros or more in one transaction, ask the clerk to complete a form that you can receive a VAT tax rebate. You will need to provide your passport to do this. When you fly home, you will submit this completed form at a kiosk at the Italy airport to get your VAT tax refund.

Of course, there is more to Italy than just shopping. Walking through villages and cities and getting lost seeing the history, local vendors and restaurants always makes for memorable experiences to have on free days in your travel itinerary. The hotels in the WanderLuxe collection are in perfect locations to easily explore and have access to the sites of their destinations.

Italy is one of the most stylish countries in the world. No matter your personal style or budget, bringing home some Italian fashion will allow you to rehash your memories of visiting this very special country over and over again.

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