



# Hip to be cool!

## A Collection of Hotels We All Want to Find: Highly Individual Places

Do you all remember the cool HIP Hotels travel books of the 90s? That colourful collection of books which inspired the Hermes travel guides, the Wallpaper ones and others worldwide. Well the collection is back in a digital format, thanks to three visionaries and their dream: to convert a travel experience into a profound travel and experiential platform.

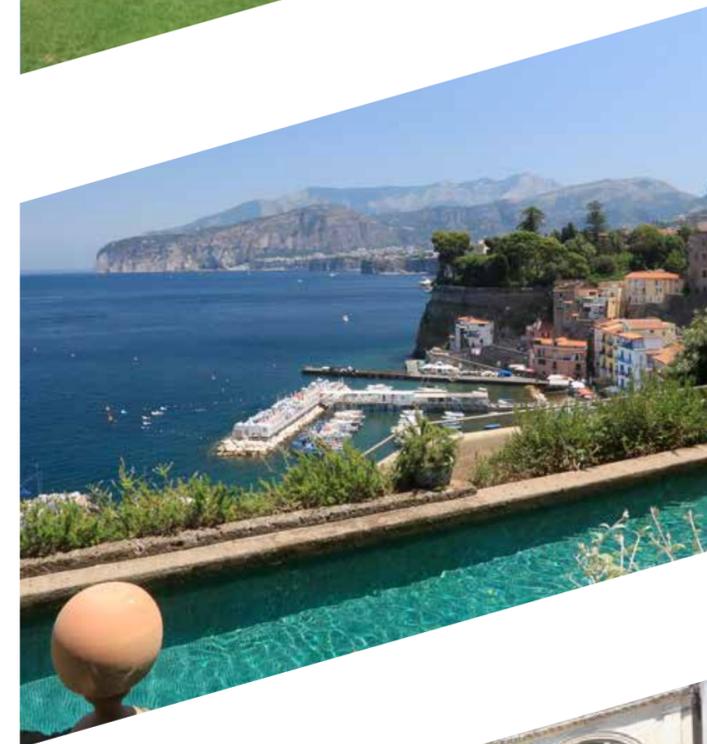
This the premise for the relaunch of HIP Hotels, one of the most recognised travel brands boasting a portfolio of the world's most desirable hotels, known as Highly Individual Places; hotels we all want to find. Be it a remote ancient monastery in Umbria, a hotel on a par with a 007 film location

in Marmaris, a grand-dame 5\* hotel in the heart of Rome, or a private villa on a wild Greek island, they are all HIP for their character.

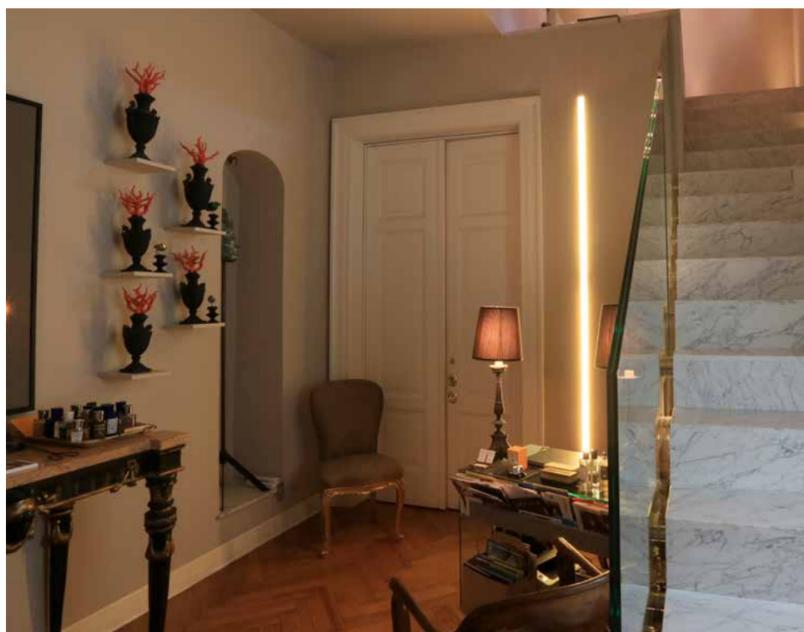
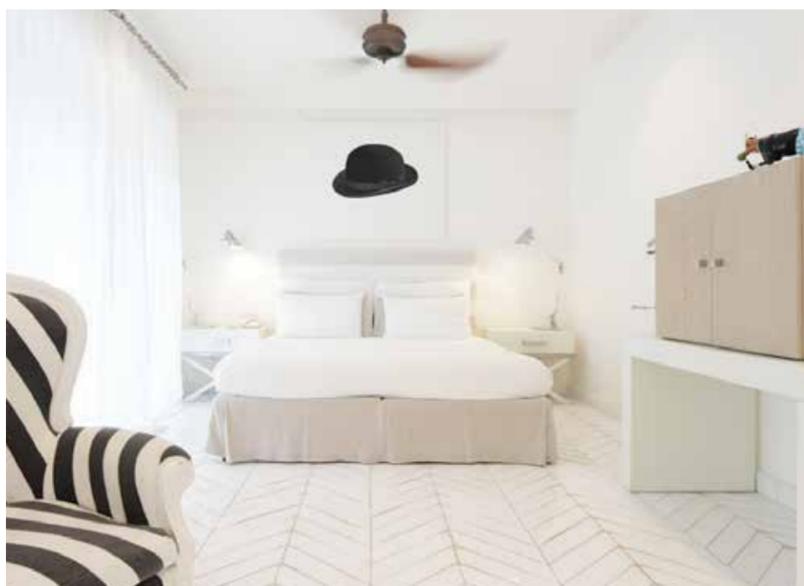
This dream travel collection makes up the hard currency of this latest acquisition by Magic Ventures, a private investment arm set up by the dynamic entrepreneur and art-collector, Raffaele Costa. His aim is to disrupt businesses applying an "out-of-the-box" approach to the new discerning and internet savvy community.

HIP Hotels, brings the 90's brand in line with his innovation, discovering new categories of customers for specific types of destinations, and develops this new HIP trend, as an inspirational

and distinguished travel adventure. The relaunch of HIP is based on the potential for the travel business worldwide. Hotels that are selected, share the HIP signature and their marketing portals. Hotels worldwide, once they are accepted into the HIP portfolio, gain a "stamp" of approval, giving the properties a USP for being unique, highly individual and interesting places with a story to tell. "We realised how good the business could become, and how we could turn it into a digital success. We all know the HIP brand can give many hotel businesses huge marketing exposure, and give customers new experiences" says CEO, Gianpaolo Alfano.



The digital extension of the hotel collection allows properties their exposure on the innovative web app called Sheradill, which markets HIP hotels. Here a hotel stay booked with Sheradill can be easily planned with specific dates or interests about a destination. Interestingly, sharing the destination with your friends and by performing a series of actions on social media, you earn credits which bring down the price of a mini-break, a summer holiday, a grand-prix week-end, a log-burning ski-chalet or a last-minute getaway with a few days notice. It the date suits, book it straight or do some sharing. It's that easy. Dream. Share. Gain.



### The Grand Tour with HIP Hotels

With an eye to the past and the legacy of elegant travel, HIP has also brought the original Grand Tour back. It is not quite like Jeremy Clarkson's next venture, but high-performance cars can of course get involved in a HIPTour.

The HIP GrandTour begins in the late 16th century, when it became fashionable for the aristocracy to visit Italy, traveling from Venice to Florence and above all in Rome, which was and still is a culmination point for classical education. The Italy of today still remains a romantic destination, which HIP Hotels idyllically captures in a unique, limited edition book where readers are transported to the most inspiring and unique properties of the country; absorbing their infinite culture, majestic beauty, unique designs and charming stories.

HIP Hotels, as a globally prestigious travel brand, has worked tirelessly in the last 2 years to get this book bound. They have scoured Italy to bring the ultimate travellers' encyclopaedia into one single volume. It is a celebration of Italy's hidden gems, to experience first hand. Living, breathing, sleeping and admiring the Italy the way it has inspired

travellers to visit her for centuries. This is what this book is all about, the glorious beauty of Italy, collected in photographs by Herbert Ypma, the world famous travel photographer who in this instance has lent his discerning eye to the project together with Fiorenza Lago, the writer who shares an infinite passion for her home country. Together they have captured the essence of the Italy of our dreams in 582 pages.

The GrandTour coffee table book is now available at £45 for the standard edition, and £299 for the limited edition with a print run of only 200 books. Revisiting a Grand Tour this way with HIP, is a true reflection and recreation of Richard Lassell's book: A Voyage Through Italy, dating back to 1697.

"HIP Hotels proposes a distinct way of travel that draws inspiration from the famous Grand Tour and is presented in a new, enriching manner. The hotels are all unique, selected by HIP Hotels for this emotional journey, created to experience their essence, philosophy, history and beauty," Raffaele Costa, HIP Hotels Chairman.

[hiphotels.com](http://hiphotels.com)