

segreto.  
BY ITALCAMEL

Mastering Italy, CRAFTING DISTINCTION

“Where  
Luxury Travel  
*meets* ITALIAN SOUL”





# The essence of segreto

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“We believe that true luxury lies in the invisible — in flawless execution, unwavering commitment, and nuances only the most discerning eyes will notice.

Every journey we craft is built on experience, dedication and precision that leaves nothing to chance.

Because behind every exceptional travel experience, there is always someone you can trust.”

*Francesco M. Ciuffoli*  
Visionary Founder





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Care. Privacy. **PERFECTION.**

A romantic scene at sunset. A couple is seen from behind, sitting on a wooden deck of a modern cabin. They are looking out over a calm lake that reflects the golden light of the setting sun. In the background, there are misty mountains and a forest. The cabin's large windows and doors are visible, framing the view. The overall mood is peaceful and intimate.

# Exclusive Solutions

# For us, no two journeys are alike

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For us, no two journeys are alike — because no two travelers are.

Each journey begins with an intuition, an experience to shape between spoken expectations and unspoken desires.

An experience chosen not from a list, but from listening.

For some, it's a private concert behind closed doors

in a palace few have ever entered.

For others, it's an island that reveals itself only to those who truly know where to look.

For the very few, it's the rare privilege of never having to ask — and always being in the right place, at the perfect time.

This is where our **exclusive solutions** are born:

bespoke services designed not for those seeking an itinerary, but for those seeking a feeling.

For those who understand that true luxury isn't what you see — it's what you feel. In the right rhythm, with impeccable taste, and in every detail that arrives exactly when it's meant to.

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1.1

# Premier Locations

*Tailored for your exceptional guests*







1.2

# Unique Retreats & Accommodations

*Where every door opens to privilege*



# Reserved, refined, and rare

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Each property is a unique chapter in the Italian narrative

Be it a historic residence nestled at the heart of a timeless city, or a contemporary villa surrounded by untouched landscapes, every retreat is handpicked with meticulous care and a deep understanding of the needs of the most discerning travelers.

Our accommodations are not simply places to stay — they are places to be. Reserved, refined, and rare: these are sanctuaries where hospitality is not a service, but an art. Crafted for those who seek not only beauty, but meaning.



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1.3

# VIP Travel Options

*White-glove transportation at your guests' fingertips*







1.4

# Refined Touches

*Pamper your guests with exceptional comforts crafted to perfection*



# The art of hospitality

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True luxury doesn't announce itself  
— it whispers.

It resides in the nuances, in discretion,  
and in the skill to foresee what remains  
unspoken.

Designed to enhance the art of hospitality  
through exceptional comfort,  
our experiences are thoughtfully  
personalized and perfected to the finest  
detail — the outcome of a continuous  
quest for excellence.

Excellence, here, is not a goal. It is a  
standard.







A place to stay,  
A WAY TO LIVE.



# Unforgettable vibes





# These are not destinations.

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Some places speak to the mind.  
Others, to the soul.

There are places that wrap you in wonder and leave  
an emotional vibration that lingers.

And somewhere along the way,  
they become part of who you are.

These are not destinations.  
These are emotions with a landscape.



2.1

# Mediterranean Elegance

*Waves of calm, curated with precision*



# Not a vacation, but a wellness ritual to rediscover oneself

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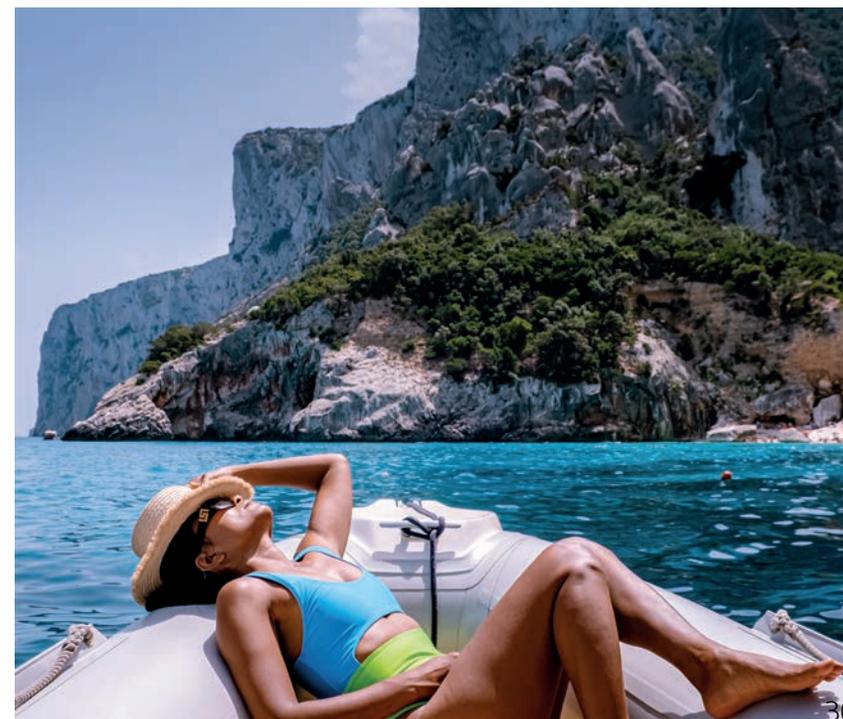
Mediterranean beauty needs no excess.  
It is elegant by nature, effortlessly radiant.

Among secret bays, cliffside residences overlooking the deep blue where silence is broken only by the sound of the waves, every stay is an invitation to slow down.

Not a vacation, but a wellness ritual to rediscover oneself in a rhythm guided only by the sea and the light.



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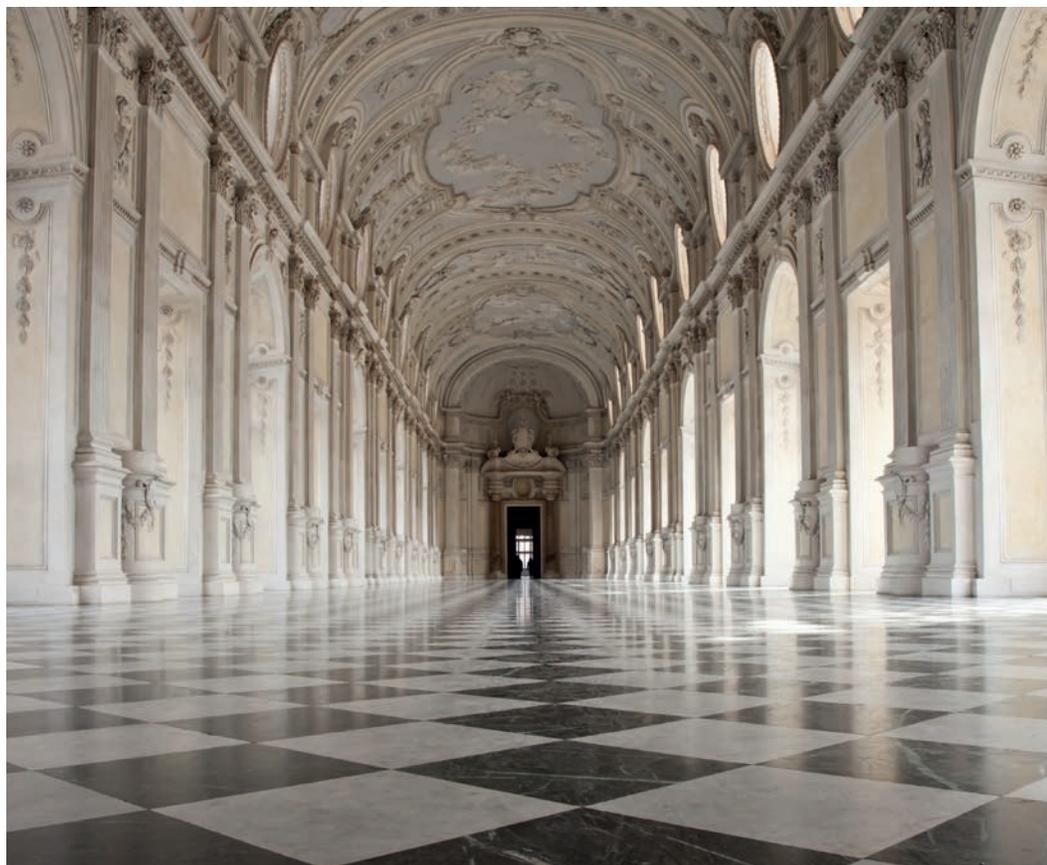


2.2

# Heritage

*Walk through centuries of splendor, beyond velvet ropes*







2.3

# Cuisine & Wine

*Taste Italy's soul, privately served*



Taste in Italy is not learned, it is an inherited language. It unfolds slowly through time-honored preparation, surprising aromas and wines that carry the essence of their land.

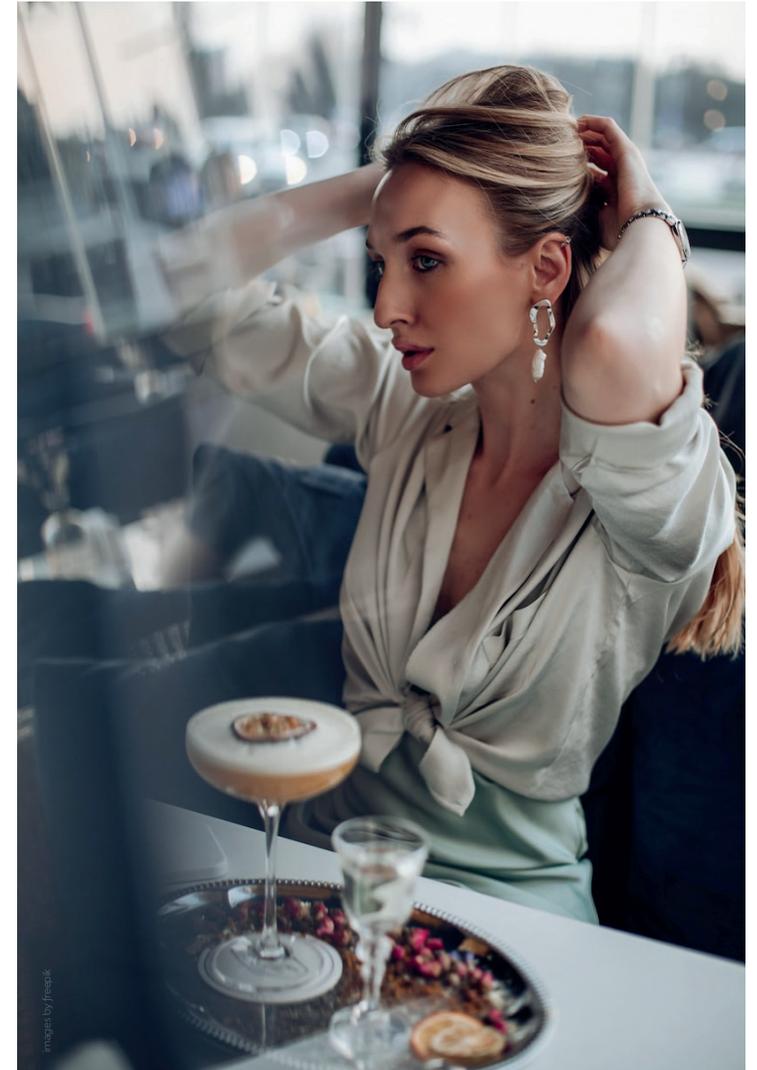
Our intimate culinary journeys bring this heritage to life for those who crave genuine, sophisticated experiences.

Michelin-starred delicacies cooked behind closed doors, historic cellars offering the finest wines, forgotten flavors revived for a single palate.

This is where heritage meets artistry, curated exclusively for those who seek authenticity.



# Our intimate culinary journeys





# 2.4

## Opera

*The majesty of opera, unveiled behind the curtain*





2.5

# Fashion

*Step into style, where trends are born.*



# The beating heart of fashion

Where style is part of identity. It's written in the hands of the artisan, in the vision of a maison, in the natural elegance of those who transform the everyday into an icon.

Step into a hidden world of private ateliers, exclusive showrooms, and intimate meetings with the masters of Italian sartorial excellence.

Here, every experience is a privileged access to the beating heart of fashion: a universe where trends haven't yet become fashion, and fashion is already culture.







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# Sports

*Exclusive access to the passions that move Italy*







2.7

# Nature

*Where untouched beauty meets absolute privacy*







2.8

# Sustainability

*Luxury that leaves a lighter footprint.*



# True excellence embraces responsibility.

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We believe luxury must honor the places it touches, cherish resources, and nurture value beyond what the eye can see.

Every experience we offer is the result of thoughtful choices: hospitality rooted in local culture, partners who share our ethical standards, sustainable materials, low-impact mobility, artisanal productions preserving ancient knowledge.



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The invisible layer that makes  
THE DIFFERENCE



# Signature touches

# The unexpected, perfect detail

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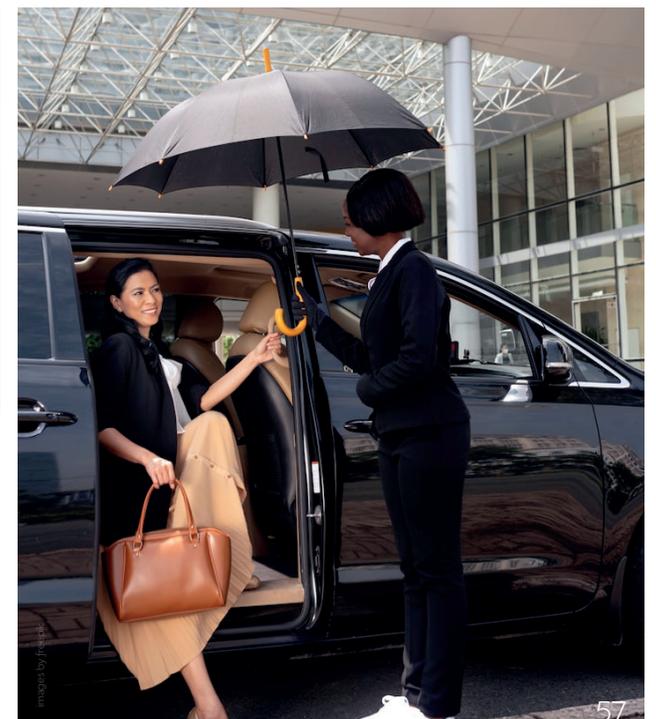
What defines an unforgettable journey speaks in silence,  
yet leaves an indelible mark.

It's a knowing vision that precedes the question, a presence  
as light as a whisper, yet as enduring as time itself.

It's the flawless, unexpected detail —  
the invisible touch of care that turns every moment into a  
treasured memory.

Each experience is meticulously designed by masterful travel  
artisans, orchestrated with exquisite precision.  
True exclusivity never demands attention;  
it quietly unveils itself.  
And it lingers — etched like an invisible signature.







3.1

# Concierge

*Unmatched support, around the clock, around the country*

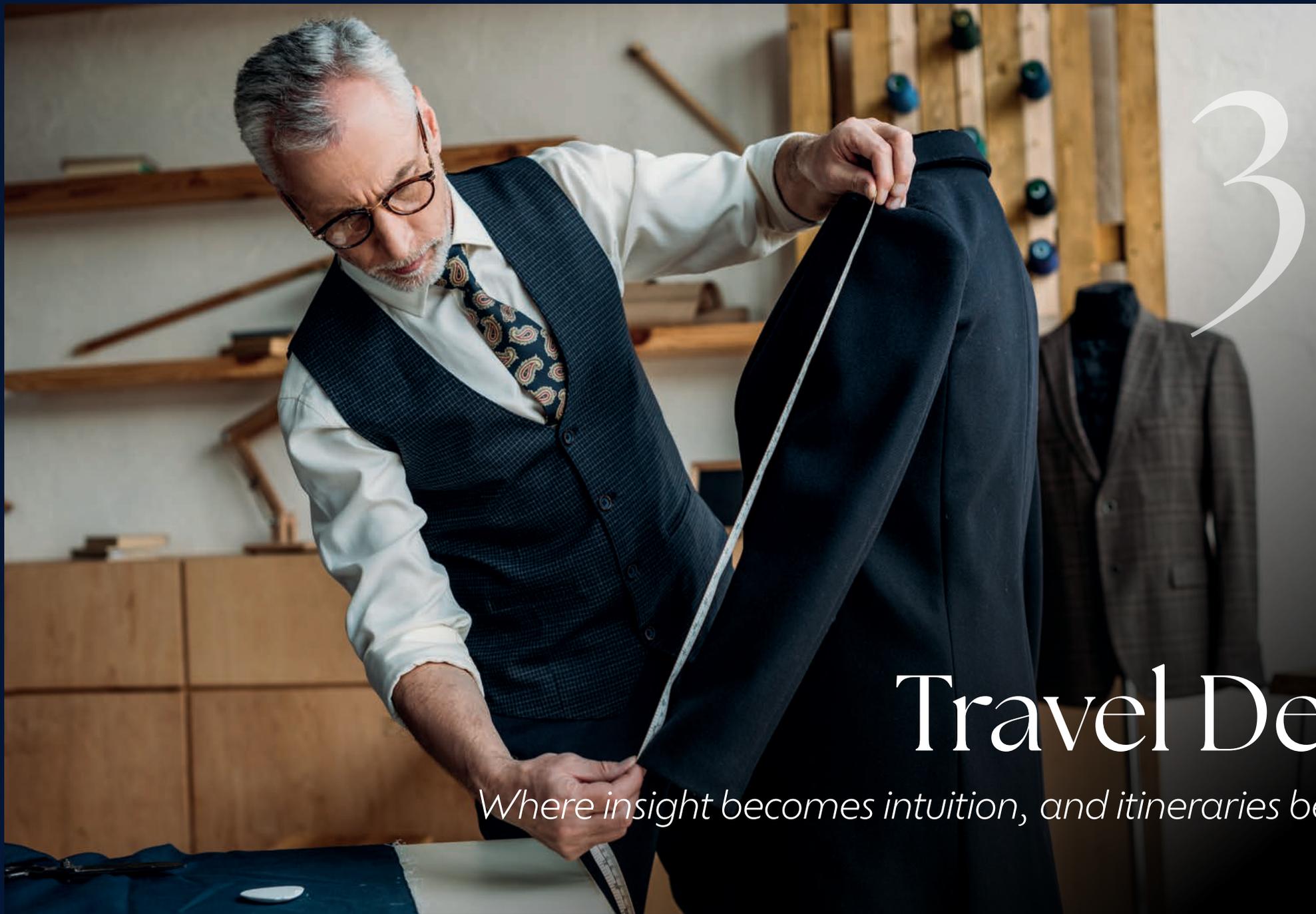


# A discreet presence, always near

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Our concierge is the fine thread weaving together every experience with graceful discretion and quiet foresight. A discreet presence, always near yet never imposing who moves behind the scenes, turning wishes into realities before they are spoken.





3.2

# Luxury Travel Designers

*Where insight becomes intuition, and itineraries become masterpieces*



# They design experiences

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Architects of the extraordinary, our designers turn each journey into a personal story.

With an eye for beauty and a reverence for detail, they design experiences capturing unspoken wishes and entrusting them to expert hands that celebrate true authenticity, born from a deep familiarity with Italy and its most hidden gems.





“ Behind you,  
before you ask,  
*beyond* your  
EXPECTATIONS.”

