



FONTEVERDE
 TUSCANY

FONTEVERDE SPA, TUSCANY, LAUNCHES NEW 'GENTLEMAN'S JOURNEY' PACKAGE FOR DISCERNING MALE TRAVELLERS



Gentlemen Can Relax, Unwind and Indulge in Pampering Spa Treatments, Wine Tasting and More After Exploring the Tuscan Countryside by Vintage Car or Vespa

April 2019...// [Italian Hospitality Collection](#)'s award-winning [Fonteverde](#) Spa, Tuscany, is tapping into the growing trend of male grooming and wellness with its brand new 'Gentleman's Journey' package.

Perched in the picturesque Val d'Orcia valley, Fonteverde is the historic former property of Ferdinando de' Medici and is renowned for its natural thermal spa and large spring water pools overlooking the beautiful Tuscan countryside.

The new offering will cover every aspect of the gentleman's journey from arrival to departure, by Italian motor or helicopter, and is the ideal pampering mini-break for hardworking, time-poor city workers wishing to escape and rejuvenate for the weekend.

Male travellers participating in Fonteverde's exclusive three-night 'Gentleman's Journey' offering will enjoy soothing facials and massages, a world-class wine tasting experience, a private styling consultation with high-end Italian fashion brand, Brunello Cucinelli and the option to explore the beautiful Tuscan countryside by vintage car or Vespa.

The grooming will begin with a 50-minute brightening facial to target pollution-damaged skin. Using thermal mud and plant extracts, the rejuvenating clay facial promises to leave the skin feeling revitalised and equipped to face a demanding week of work post-getaway. Alongside the clay facial, guests will receive a 50-minute relaxing aroma touch massage performed with a mix of aromatic oils by Fonteverde's expert masseuses.

Following the treatments, gentlemen will enjoy a private wine tasting experience at the hotel's Bottigliera winery, where an expert sommelier will guide enthusiasts through an assortment of exquisite wines from Tuscany and other Italian regions.

To complete the pampering getaway, travellers will be treated to a private styling consultation with the Italian king of cashmere, Brunello Cucinelli. During the showroom visit, a tailor will also delve into the history of the brand and the craftsmanship behind the beautiful clothing.

Guests booking the 'Gentleman's Journey' package will be hosted in Fonteverde's impressive Junior Suites and will receive full access to the hotel's thermal spa, thermal Bioaquam circuit, Etruscan circuit complete with sauna, hot plate and steam bath, fitness room and daily morning hikes with a local guide.

Tailor-made rates are upon request. For further information or to make a booking please email <mailto:travel@fonteverdespa.com> or call +39 0578 572333.

Nightly rates at Fonteverde start from €346 (£299) per person per night in a Junior Suite on a B&B basis. Rates also include wi-fi, access to spa and fitness facilities. *Price in pound sterling accurate according to today's exchange rate.*

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For further press information please contact one of the team at [Grifco PR](#) on: 020 7385 7090 or email Marielle Ruiz mruiz@grifcopr.com or Laura Mee lmee@grifcopr.com

About Italian Hospitality Collection

Italian Hospitality Collection is a world-class hotel, resort and spa brand that provides rich, authentic experiences for avid travellers who seek to feel loved, cherished and indulged in a genuine Italian lifestyle. Created in December 2014, Italian Hospitality Collection aims to be ambassador of the Italian culture, art and nature, with its collection of exclusive hotels in landscapes of excellence: Chia Laguna in Sardinia, with its unique crystal-clear waters and Fonteverde, Bagni di Pisa and Grotta Giusti in Tuscany, the country of thermal spas, history and unique wine routes.

Website: www.italianhospitalitycollection.com