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<https://www.menswearstyle.co.uk/2024/10/11/augustus-hotel-resort-villa-ala-anita-villa-ala-bianca/11899>

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AUGUSTUS HOTEL & RESORT LAUNCH VILLA ALA ANITA AND VILLA ALA BIANCA

Written by Menswear Style in Travel on the 11th October 2024



Augustus Hotel & Resort recently launched 2 exclusive Villa's and has ambitious plan to launch another, Villa Radici in Summer 2025. These luxury villas are designed to offer the utmost in privacy and represent a significant expansion for the most exclusive widespread resort on the Tuscan Riviera. The luxurious, retro chic 5 star hotel which is 70 years old, sits in a sought after spot in the seaside town of Forte Dei Marmi, Tuscany and was favoured by Italian royalty and celebrities such as Jimi Hendrix and Charlton Heston.

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Villa Ala Anita and Villa Ala Bianca are nestled between the pine forest and the sea, offering guests an unforgettable experience and ensuring the highest degree of privacy. Every detail has been meticulously curated to guarantee a luxurious stay immersed in a natural environment of unparalleled beauty. The villas, resulting from the renovation of an existing building and the construction of a new twin structure, are inspired in style by two already well-known buildings of the five-star hotel, Villa Pesenti and Villa Agnelli. The latter was designed by the famous architect Osvaldo Borsani, who in 1939 combined rationalist style with the use of typical Mediterranean finishes.



The project was coordinated by Discreet Architecture and is the product of an architectural reinterpretation of the Liberty-Deco style, skillfully blending the history and essence of Versilia with a sophisticated and contemporary approach. De.Tales, an international architecture and design studio, was selected to design the interiors of Villa Ala Anita and Villa Ala Bianca. These Villa's are imbued with a dreamy and iconic atmosphere, thanks to the reinterpretation of stylistic elements from the decorative arts of the 1920s.

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Both private suites are spread over two floors and offer spacious living areas with a kitchenette and views of the exclusive garden, along with three bedrooms featuring refined and comfortable design. The exterior features an elegant patio and an amazing bathtub nestled in the lush private garden. The interior spaces are enhanced by linear surfaces, such as Terrazzo floors reinterpreted in a modern key with delicate hues and inserts in terracotta, sand, and mocha, making them immediately decorative and prominent. Completing the interior design, the suites boast custom pieces combined with collection furniture, such as Desalto tables and decorative and technical lighting by Vibia and Artemide, ensuring a captivating, intimate, and comfortable atmosphere. Additionally, a splendid lamp by Foscarini further enhances the living area, adding a touch of sophisticated elegance that harmoniously completes the decor, creating a unique visual and sensory experience. The fluted glass doors open to the bathrooms are made unique by the selection of marbles, fixtures, and finishes, fully in line with the residence's style. Another key element enhancing the spaces is the connection between the interiors and the outdoor areas, maximized by the open layout, creating an ideal living experience that seamlessly blends indoor and outdoor living. The king-size beds are adorned with 300-thread count cotton bed sets, featuring contrasting silk-thread embroidered borders and logos. For the bathroom, Frette offers a set of towels and bathrobes in soft pure cotton terry, personalized with the Augustus logo in a tone-on-tone design.

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To ensure an even more exclusive and tailor-made stay, the [Augustus Hotel & Resort](#) accommodations are complemented by beach towels in the distinctive Gallo style, personalized for the five-star resort in Versilia.



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