

# NEGRI FIRMAN

## PR & COMMUNICATION

WEB EDITORIAL

LUCIRE

07/09/2025



## Dazzling in their differences

**Volante**

**Lola Cristall** finds two five-star havens on Italy's picturesque coast and in Switzerland's sophisticated and largest city, at two ends of the continuum: one celebrating history, the other dazzling with contemporary style  
Photographed by the author and courtesy the properties





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We found a hidden gem: more than just a hotel but a true paradise on earth. Tucked away between Pisa and Cinque Terre, [the Augustus Hotel and Resort](#) is certainly one for the books. Situated in the province of Lucca in Forte de Marmi, in Italy's northern Toscana, overlooking the hypnotic coast of the crisp Mediterranean Sea at the foot of the Alpi Apuane, Augustus is a five-star experience unlike any other. Be prepared to set out on a long voyage that will turn out to be well worth the trip.

In 1953, Augusta Pesenti transformed her private residence into a hotel; seven decades later it continues to serve as a lavish destination. Over the years, seven garden villas emerged: Villa Franca, Villa Il Conventino, Villa Fiocchi, Villa Fiocchina, Villa Magenta, Villa Rondine as well as Villa Rane. The extension of the resort continues with Villa Agnelli, a stunning destination composed of 19 bedrooms, which used to be the home of Edoardo Agnelli, the son of Giovanni Agnelli, the founder of Fiat. Since 2024, three new villas have been included in the Augustus Hotel and Resort repertoire: Villa Ala Anita, Villa Ala Bianca and Villa Radici. While each building provides different outlooks, viewpoints and scenery, they all have a common point: elegance and sophistication at its finest.

The Maschietto family, including brothers Fiammetta, Federico and Vittorio, hold on to tradition by continuing to preserve the hotel's beauty, sophistication and alluring ambiance. Walking into Augustus, guests are met with smiling faces ready to lure visitors into a lavish Mediterranean escape with breathtaking views and immaculate grounds. While the Augustus is made up of several separate buildings and villas, the main houses, Villa Pesenti and La Nave, offer stunning escapes. Each room is beautifully designed with spacious bathrooms, comfortable beds, air-conditioning systems and memorable views as far as the eye can see. The hotel offers guests an on-site gym, pools, spa, bicycles, boats as well as delectable dining destinations, including La Sirena e La Fontana and Bambaissa. While dinners are filled with culinary gourmet offerings, breakfasts are just as desirable, with options that include crispy and delicious pastries baked to perfection. The amazing culinary staff go above and beyond offering guests artistic creations, providing appetizing meals with bursts of flavour. A fresh seafood selection, delectable local vegetables from the surrounding region and eye-catching presentations, with many platters served table-side, transform into an experience for all the senses.



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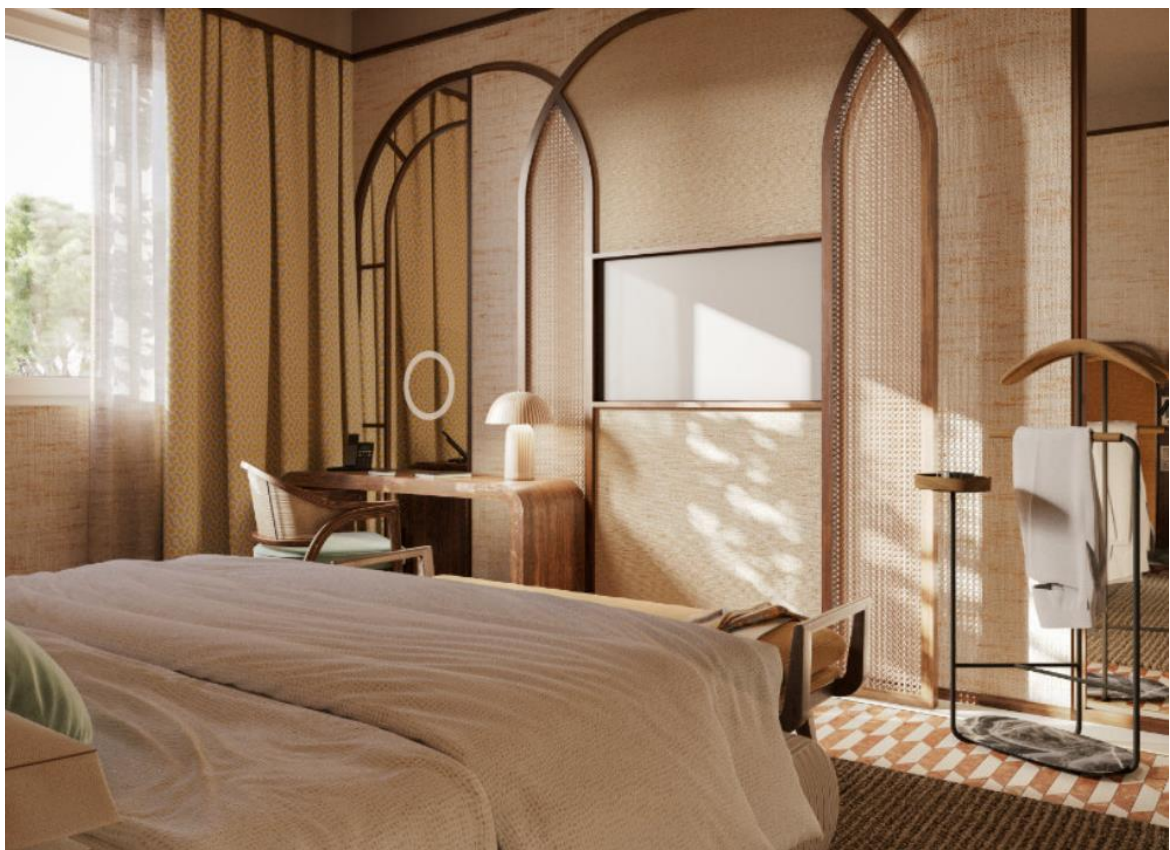
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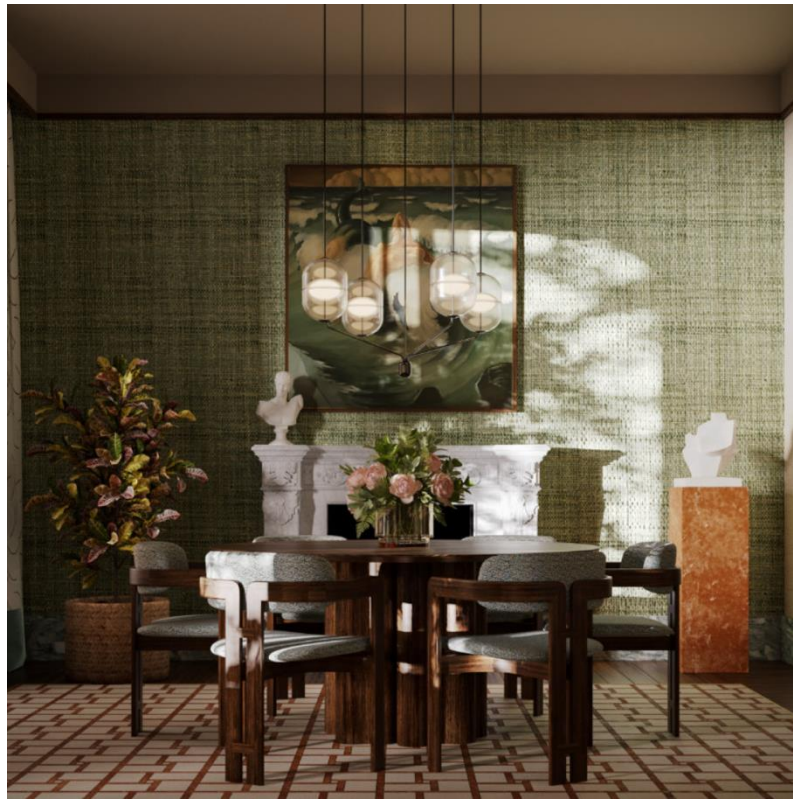
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From indulging in the beauty of the rooms, the vast grounds and surrounding property, a short stroll to Augustus Beach Club is an activity to look forward to. The private oasis offers 74 beach tents, a quiet and serene escape under the blue skies in a breezy shade while taking in the deep blue Tyrrhenian Sea. With a heated saltwater pool and two restaurants, a day at the beach transforms into an experience filled with comfort and tranquillity.

Be prepared to meet many guests who have made their trip to Augustus Resort a yearly tradition. Some would say that they continually return to indulge in the resort's culinary creations, others would argue that it's for the resort's pristine and hypnotic atmosphere while many others would insist that it's for the hospitable and welcoming staff. One factor is for sure: charm, class and elegance is alive and well at the Augustus.

The Augustus is more than just a resort, it is beauty, sophistication and a delightful escape all rolled up into one.





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From truly traditional elegance to a more contemporary escape, we make our way to Zürich, Switzerland for a modern twist in the field of hospitality. The [Five](#), located atop the highland of the Üetliberg, opened its doors in the summer of 2022 and has become a “hip”, contemporary escape. The two-building resort is composed of 149 rooms with more than eighty spacious suites and more than sixty standard rooms, featuring picturesque views.

The Five concept metaphorically refers to the five elements of earth, water, air, fire and consciousness, as well as the five senses that come to life. The Five also offers a spa, extensive venues for any desired occasion, an on-site fitness centre, an acclaimed rooftop terrace, a lounge and nightclub, as well as a range of restaurants, including an exclusive wine and cigar bar, and Italian and Japanese cuisine. The culinary destinations on property include Soul Street, the Vault, Cinque Studio and the Penthouse, offering distinct experiences and a range of sceneries depending on the guests' preferences. The choices allow guests to discover their most-desired experiences whether it is the Penthouse for a club-like ambiance with an upbeat late night option, or Soul Street for an immersive culinary encounter.

Zürich has established itself as a metropolis filled with history, vigorous nightlife, modern aesthetics and sensational landscape. The resort pays homage to Zürich's astounding beauty by offering a tranquil escape, sensational views, an assortment of amenities as well as an array of activities. The hotel staff go out of their way to ensure a restful stay. Guests can enjoy the city's offerings while staying away from the hustle and bustle of the city centre. For guests looking for an upbeat nightlife escape, the Five offers that as well, living up to their 'come play' motto. The spacious rooms, immaculate views and hospitably capable and professional front desk management team are always available to ensure that guests are taken care of throughout their stay. •