



Brief: to capture the spirit of Provence and Italy in around 40-50 words for an upmarket clientele, avoiding the standard brochure clichés.

### Provence & the Cote d'Azur

Golden hill-top villages bathed in pure southern light, perfumed swathes of lavender, landscapes to inspire. White-knuckles along the *corniche* in an open-top sports car. A dish of sun-warmed olives, fiery garlic *rouille*, bone-dry Rosé. Tightly furled roses in the shade of a dawn flower market. Extravagant yachts and lobster pots. Private jets, hopeful starlets, Coco Chanel.

### Italy

A treasure chest of great cities, eternal muse to the giants of music, literature and art. Medieval towers, iconic cypresses, sinuous hill-top roads. Fast cars, fine wine, designer everything. Ancient ruins, icy Limoncello, an awe-inspiring coastline. World leaders in the art of good living.