

# La Bellezza

a week of  
transformation  
in Tuscany

Dear fellow travellers,

I want to share my personal *call to beauty* with you.

One evening, many years ago, I found myself in a heartbreakingly beautiful Italian village square. But all I could think about was what I saw in the mirror.

As I looked up, I suddenly felt all of Italy's beauty flood my heart and soul – *and I instantly realized that the only beauty truly worth pursuing was the beauty of living, which comes from claiming the potential and purpose of your own life...* and that it was not too late for me. That a beautiful life takes time to cultivate.

That moment was a call to beauty, which I now bring to you.

*Combining my 20 years of coaching women along with sublime experiences across Tuscany, La Bellezza (Beauty) will take you on a transformative journey to a more meaningful, beauty-filled life.*

This is unlike any tour, anywhere. It would be an honour to welcome you on it together.

*Marnee Bruno*



PS: I've been so busy designing our time together, there was no time left for fancy brochure design... *so I did it myself, and I'll spend the money for it on our wine!*

[labellezatour.com](http://labellezatour.com)

# LA BELLEZZA

A WEEK OF TRANSFORMATION IN TUSCANY

SEPTEMBER 9 TO 17, 2024

Join me, Marnee Bruno (born Marnee Watts, but then I met an Italian chef...) and a select group of women in the one-of-a-kind La Bellezza personal discovery tour. Across nine life-changing days in Tuscany, as you open to the beauty of everything Italy has to offer, you will redefine, rediscover, and reclaim beauty — the beauty of being fully alive.



Gorgeous stays in Florence,  
Siena, and the Tuscan Countryside



Guided coaching and self-  
exploration, following  
daily themes



Private, expert-led Art, Spa,  
Winery and other experiences

*... and because I want you to focus on what's happening to you, not in front of you, a professional photo/videographer will accompany us throughout the tour.*

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## OUR ACCOMMODATIONS

*I've stayed in all of them. They're three sides of Tuscany... three different expressions of beauty.*

Florence, Hotel Kraft

A stone's throw from the Arno River, the Kraft features spectacular city views, generous amenities, and chicly renovated rooms fusing modern and classic decor. [www.krafthotel.it](http://www.krafthotel.it)



*The Kraft rooftop is where we'll kick off our journey... the sky's your limit, bella!*

Siena, Hotel Athena

Nestled inside the thousand-year-old walls of medieval Siena, the modern, artisan-furnished Athena overlooks the city's ancient walls and the Tuscan countryside. [www.hotelathena.com](http://www.hotelathena.com)



Tuscan Countryside,  
Agriturismo  
La Selvella

A restored farmhouse in a working farming hamlet, in the heart of the Val D'Orcia and its castles, vineyards and soaring cypress trees. [www.selvella.com](http://www.selvella.com)

*In a Tuscan cooking class, we'll make friends with food*

*I said one-of-a-kind, so...*

## OUR ITINERARY: SEVEN DAYS, SEVEN THEMES



Each day's key experience is focused on a different theme — like *The Beauty Myth*, *Aging*, *Perfection* — and includes daily guided discussions led by me, Marnee, where we consider the theme and grow from its exploration.

### FLORENCE

SEPTEMBER 9 TO 11

Arrival, September 9

After arriving, we'll toast the journey to come atop the Kraft Hotel's famed rooftop terrace, then off to dinner.

Day One, September 10

We set off with a tour of Florence, then onto exploring our first theme, *The Beauty Myth*. In the world's greatest Renaissance museum, The Uffizi Gallery, we'll take in *The Birth of Venus*, then contemplate our own beauty myths.



Day Two, September 11

We'll spend time with Michelangelo's immortal David in the Galleria Accademia, inspiring our complex theme: *Perfection*.

A fun afternoon in the vibrant markets of Florence will follow. Both days will include free personal time, lunches, and dinners in noted Florentine restaurants.



## RURAL TUSCANY SEPTEMBER 12 TO 13

### Day Three, September 12

From our new farmhouse home in Certaldo, we'll wander this enchanting medieval town, then get messy at a hands-on cooking school. Today's theme is *Food* and we'll chew over the natural, liberating Italian approach to food, while enjoying timeless rural meals and wine overlooking the Tuscan countryside.



*The Cinelli Colombini vineyards are filled with women-celebrating art*

### Day Four, September 13

In Cinelli Colombini, Italy's first all-women-run winery, we'll explore (accompanied by their epic Brunello wine, of course) the wine-inspired theme of *Aging*, and how the passing of time can free our true essence. Then to dinner, where every sip of wine will swirl with new meaning.

*A room in Agriturismo La Selvella, our rural Tuscany home*



*Siena's Hotel Athena is a 4-star jewel with one of Tuscany's best rooftops*

# SIENA

SEPTEMBER 14, 15, 16



## Day Five, September 14

A tour of Siena's iconic Duomo cathedral, led by the author of the leading book on it, inspires the theme *Reverence*.



At an exclusive private lunch overlooking Siena's great piazza, we'll explore *Reverence* and the power of letting something greater than yourself into your heart. Then a sunset tour of medieval Siena and dinner in a beloved restaurant.



## Day Six, September 15

An entire day dedicated to *Health*, in the healing thermal waters of the Posta Marcucci Spa. We'll relax, dine, and reconnect on how it felt to reconnect: to literally bring your body and soul together, appreciative of how far our bodies have taken us.

## Day Seven, September 16

All week long we've experienced beauty: today we pull it all together with *Personal Style*. We'll explore the effortless Italian way of expressing *style*, not fashion, in a workshop with an Italian fashion stylist, followed by a shopping spree. At our final dinner, we'll review how far we've come, share our revelations, and commit to bringing true beauty into each of the precious days waiting for us "back home."



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Departure, September 17

Transfers to the airport or other destinations as required.  
*Arrivederci!* (Which, of course, means “until we meet again!”)

### What’s Included?

- 9 days, 8 nights in four-star accommodations:
  - 3 nights in Florence
  - 2 nights in Tuscan Countryside
  - 3 nights in Siena
- All breakfasts, most lunches, and all dinners
- Professional Executive Coach
- Expert Guides and all entrance fees
- Senior Tuscany-based tour manager
- Professional photographer and videographer
- All transfers, tips and transportation
- Your copy of a group Memory Book

### What’s Not Included?

- Travel to reach Tuscany
- Travel insurance
- Alcoholic drinks, personal expenses

Price: ~~\$9000 CAD / \$6700 USD~~

*Promotional Pricing For Inaugural Tour:*

~~\$7500 CAD / \$5400 USD~~

*Spaces limited to 12 women*

### Who is La Bellezza?

We’re created and run by longtime executive and women’s coach [Marnee Bruno](#), a Canadian now living in Italy. We’re part of [Massimo Bruno & Friends](#), 18-year leaders in bespoke Italian cultural and culinary tours. And our travel agency partner is Canadian-based, TICO-licensed agency [Zilli Travel](#), run by Italian-born Luigia Zilli, naturally!

*Spots are very limited — if this speaks to you. speak to me!  
I’m waiting to tell you more at [marnee@marneebruno.com](mailto:marnee@marneebruno.com)*

*The chic Hotel Kraft*



*Cooking class in rural Tuscany*



*A La Bellezza moment, waiting for you*

