




COLIN COWIE
LIFESTYLE

il sereno.
LAGO DI COMO


VILLA PLINIANA
LAGO DI COMO - by SERENO HOTELS

We're thrilled to share a once-in-a-lifetime opportunity with you: The dynamic partnership between Colin Cowie Lifestyle, our new European office in Florence, and the extraordinary **Villa Pliniana** and **Hotel Il Sereno** properties on Lake Como.

This exclusive collaboration enables us to deliver our signature design excellence and elevated service, seamlessly paired with expert, on-the-ground coordination from our Florence-based team. You'll collaborate directly with Colin Cowie and our designers in real time, while our local presence ensures every detail is flawlessly orchestrated from start to finish.

Villa Pliniana and **Hotel Il Sereno** rank among the most breathtaking destinations in the world, offering historic elegance, intimate ambiance, and cinematic romance. Located just five minutes apart along the shores of Lake Como, these two remarkable properties provide an exquisite backdrop for the most memorable celebrations.

With the Colin Cowie Lifestyle team now working directly within both venues, we are able to showcase their splendor in new and imaginative ways, designing bespoke events that are truly exceptional.

As part of the esteemed Sereno Hotels collection, Villa Pliniana and Hotel Il Sereno complement one another beautifully. When used together, they create an immersive and connected experience. That said, each venue also stands on its own, allowing for complete flexibility based on your vision, preferences, and needs.

Together, we will create a magical wedding experience.





ABOUT IL SERENO

Il Sereno brings a new era of luxury to the banks of Italy's iconic Lake Como. Awarded the title of "Most Anticipated New Luxury Hotel Opening in 2016" by Luxury Travel Advisor magazine and No 1 Hotel in Italy by Travel & Leisure Worlds Best Awards 2021, Il Sereno's ethos of understated elegance presents a freshness to this well-established destination.

Designed by Patricia Urquiola, Wallpaper* Magazine Designer of The Year 2015, the all-suite hotel promises modern style and an authentic flair, all in the name of effortless comfort. This Lake Como Hotel incorporates the unparalleled beauty of the Lake in its seamless design with panoramic view from every inch of the outstanding property.

The 40 spacious suites, ranging from 50 square meters in size to the Penthouse at 200+ square meters, all make full use of the natural light and awe-inspiring scenery with floor-to-ceiling windows and views of the peaceful waterfront. Keeping with the Sereno promise that there is no substitute for space and a view, this intimate yet sophisticated property complements the breath-taking mountains, and tranquil waters with ease.

Guests can relax at the hotel's full-service spa, situated under original, century-old arches. The property features a private beach, as well as a dock, allowing guests to arrive via one of the hotel's boats, custom-built by Ernesto Riva. The 60-foot-long freshwater infinity pool suspended over the lake is without a doubt one of Il Sereno's show-stopping features, and the large sundeck is perfect for spending a leisurely afternoon under the Italian sun.







ABOUT VILLA PLINIANA

Villa Pliniana was built in 1573 around the spring that carries the same name. The name “Pliniana” is inspired to the famous naturalists native of Como, Plinio the Elder and Plinio the Younger, whom, first described the spring and its peculiar intermittence in the first century A.D.. Through time other distinguished scientists, including Leonardo Da Vinci and Benedetto Giovio, studied the spring as well. The construction of the villa is due to the will of Count Giovanni Anguissola, governor of Como, whom decided to transform the spring and the surrounding land in a place of delight. Through the centuries the villa went through alternated periods of great splendor and abandonment. The Visconti, the Canarisi and the Belgiojoso are among families who contributed to the splendor époques of the Villa. Many famous guests over the years visited the Pliniana: among them the poet Percy Shelley, who left a wonderful description of the villa, Gioacchino Rossini who composed Tancredi in the villa itself , Napoleon whom “is said” to have played on the still existing billiard, Antonio Fogazzaro who adopted the villa as the set of his novel Malombra, later transformed by Mario Soldati into an homonymous movie in 1942 set in the villa itself. The villa has been visited by many famous writers (Byron, Foscolo, Berchet, Stendhal) musicians (Liszt and Bellini), scientists (Volta, Spallanzani and Ghezzi) and monarchs Joseph II of Austria and Margherita of Savoy. After a long and meticulous restoration work, today the villa has been returned to its former splendor.





ABOUT VILLA PLINIANA

ACCOMMODATIONS

10 rooms in main villa, 7 more in secondary accommodations inside the property to a total 17 rooms (34 pax, possibility of twin beds)

DINING

Catering available by Sereno Al Lago

FACILITIES

Indoor heated pool, sauna and steam room. Pool table.

EVENT SPACES

Rossini: 70 people seated/110 standing

Bellini: 70 people seated/110 standing

Loggia: 100 people (half seated)

Terrace: 110 people seated/140 standing

ACTIVITIES

Hiking, Cooking Class, Yoga Retreat, Boat Ride And Many More, Surrounded By Lake Como And Its Mountains.

LOCATION

Torno, Lake Como

AIRPORTS

- Malpensa International airport (MXP) 60 km / 37 miles / 1 hour by car;
- Linate airport (LIN) 70 km / 43 miles / 1 hour by car.





ABOUT CCL

Colin Cowie Lifestyle (CCL) is a globally recognized full-service event design and production company that transforms dreams into unforgettable experiences. For over 40 years, we've created extraordinary weddings, milestone celebrations, and corporate events around the world.

Renowned for our five-senses approach, every CCL event reflects the host's personality, style, and vision—delivered with flawless execution and white-glove service. Our commitment to client satisfaction and elevated guest experiences has earned us a loyal following and top accolades from publications like *Vogue* and *Brides*.

With offices in **New York City, Los Angeles, Miami**, and now **Florence**, we offer two distinct service experiences: **Signature Cowie**, a bespoke collaboration with Colin Cowie himself, and **Team Cowie**, led by our seasoned team of veteran designers and producers from the Colin Cowie Lifestyle team.

We stay ahead of trends in food, décor, and entertainment, designing fully customized, one-of-a-kind events that exceed expectations.





INTRODUCING CCL EUROPE

ELEVATING EVENTS ACROSS THE CONTINENT

Our legacy in luxury event design now extends to Europe with the launch of our Florence-based office helmed by Valentina Boyer and our local team. This strategic expansion brings our signature service to the continent's most iconic destinations—seamlessly combining global expertise with local authenticity.

With teams in both the U.S. and Europe, we offer:

BESPOKE SERVICE in your timezone with real-time communication and planning

ON-THE-GROUND EXECUTION by local experts fluent in regional languages, customs, and logistics

COST-EFFECTIVE SOLUTIONS that reduce travel requirements without compromising quality



Why Our European Presence Matters

Our Florence office gives clients key advantages:

LOCAL EXPERTISE:
Deep knowledge of venues, culture, and vendor relationships

EFFORTLESS PLANNING:
Real-time coordination in your time zone

EXCLUSIVE ACCESS:
Privileged partnerships with premier venues

EFFICIENT EXECUTION:
Swift site visits and seamless production

AUTHENTIC ELEGANCE:
Merging regional charm with international design standards



WHAT OUR CLIENTS SAY

Our clients consistently describe their events as **effortless, elevated,** and **unforgettable.** Their testimonials speak to our commitment to excellence, creativity, and personalization.

You are clearly a Knight in shining armor! You have taken my Cinderella dream and turned it in to a reality. For a long time I had a vision about the perfect, timeless fairytale wedding for our precious daughter.

I knew that it would take more than brilliant creativity. I knew that it would take more than extraordinary execution. I knew that it would require expertise from someone who had the experience to pull my wild dreams together. You are that man! You have done it all.

We are eternally grateful...for guiding us, encouraging us, and supporting us throughout this fantastic unforgettable journey that culminated in the most perfect wedding I could’ve ever imagined.

I really don’t know where to begin... This has been one of the most amazing experiences that I have ever had. I knew when I met you that we were “cut from the same cloth”... I knew that everything you did was a combination of style, grace, impeccable taste and FUN. What I could not predict was that every moment would be more perfect than the next, and that we would become friends. You made Rebecca’s wedding a true labor of love. There was not one element that did not “WOW” all of us. From the design to the incredible food to each perfectly placed flower... you are a creative genius.

The only reason I am not completely depressed is because I know for you and me – this is just the beginning... thank you for turning our dream into a reality and for creating magic!

Team Cowie, I don’t have the words to express the gratitude that I have for the unbelievable feat that you pulled off in seven days. I keep thinking of words to describe the experience, but remarkable, unreal, incredible, spectacular and about 1,000 others all just don’t seem to do it justice. I had the most amazing time of my life and I know everyone else feels the exact same way.

Thank you one million times for giving me such joy and happiness.





LET'S CREATE YOUR DREAM EVENT IN EUROPE

We invite you to begin your journey with CCL Europe.

Contact us for a personalized consultation and discover how we can bring your vision to life.

CONTACT

EMAIL:

valentina.brugnoli@colincowie.com

valentina.boyer@colincowie.com

PHONE:

US: +1 (646) 509 – 9780

EU: +39 335 81 70 491

WEBSITE:

colincowie.com/europe



