



HOSPITALITY

INTERNATIONAL



ABOUT PRIMA

We are PRIMA. At home in the Italian Alps – fresh air, fresh mindset – we are constantly on the lookout for inspiration that defines being a guest and determines the character of each establishment in a unique way.

Our expertise is supplying the hospitality industry with exquisite ideas and individual, handcrafted, one-of-a-kind products. We are equally experts in recreational sleep and deeply care about high-quality skincare.

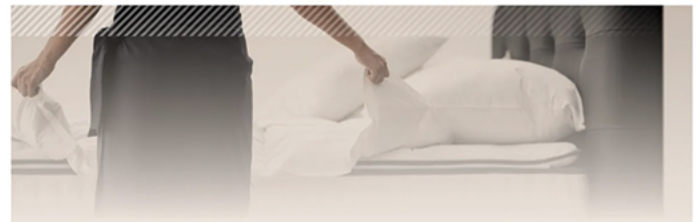
For more than 30 years, we've been acting upon the conviction that our creativity forms the basis for timeless designs and leaves traces that complement guests' stays in the long term.

In cooperation with the leading manufacturers of hotel cosmetics, we focus on sustainability and state-of-the-art

quality: from luxury and lifestyle brands to the world's most innovative dispenser solutions and certified natural cosmetics.

Our goal is to create the perfect stay by working with the most experienced artisans of Made in Italy, bringing tailor-made ideas to life. This means craftsmanship and real manual work. From the finest bed linen to stylish room accessories and elegantly designed restaurant menus, we share our passion and aesthetic standards with our customers.

Our prestigious clients include Hotel Raphael and Hotel Hassler in Rome; Lefay Resorts and Hotel Danieli in Venice; Hotel de Paris in Montecarlo; and Pellicano Hotels, Como Alpina Dolomites, and Forestis Dolomites across Italy – just to name some of the most iconic. ■



CRAFTING EMOTIONS ELEVATING THE GUEST EXPERIENCE AT CAPE OF SENSES

Nestled on the shores of Lake Garda, Cape of Senses stands as a sanctuary of calm and indulgence. In the pursuit of perfection, PRIMA was privileged to be a part of this haven, contributing our bespoke creations to enhance the exquisite retreat's ambiance.

We embarked on our journey with Cape of Senses by infusing our passion for craftsmanship into the very essence of this hideaway. From custom-fit 100% linen bathrobes that embrace each guest in opulence to vegan certified soap bars, every element was meticulously tailored to elevate the senses.

The spirit of our collaboration has resonated in the shared commitment to uncompromising quality and an unwavering attention to detail. At the heart of Cape of Senses lies a dedication to creating an unforgettable experience, a sentiment mirrored in our own pursuit of excellence.

What sets this collaboration apart is not just the provision of beautifully designed guest amenities, but a genuine shared feeling. We believe in the power of seamless luxury, where every touchpoint – from the natural goose down duvets and comfy pillows to the handcrafted menu cards – contributes to an atmosphere of unparalleled sophistication.

Sharing Cape of Senses's values, we have found a common purpose: to create an experience that will last in the hearts of those who seek solace and tranquility on the shores of Lake Garda. ■

For more information, visit:
shop.prima.bz



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CAPE OF SENSES

LAKE GARDA

STANDING TO THE EAST OF THE WORLD-RENOWNED LAKE GARDA, CAPE OF SENSES IS A FIVE-STAR, ADULT-ONLY LUXURY RETREAT THAT LIVES UP TO THE SENSATIONAL VIEWS AVAILABLE FROM ITS WINDOWS WITH IMMACULATE INTERIORS AND FACILITIES. »

