



PRIMA

We are  
hospitality  
*designers*

[prima.bz](http://prima.bz)

DESIGN

Perfection  
in every *detail*

**We are  
Prima.**

At home in the alpine setting of the Dolomites – fresh air, fresh ways of thinking – we are constantly searching for the inspiration that defines the art of hospitality and makes each place truly unique.

For over 30 years, our creative atelier has embraced the challenge of crafting exceptional experiences for travelers. We have a sharp eye for the details that elevate every stay, making it effortlessly refined and unique. With passion, expertise, and an unwavering commitment to quality, we exceed even the highest expectations.

Our strength lies in elevating the hospitality industry with exquisite ideas and individually handcrafted pieces. As specialists in restorative sleep and experts in premium skincare, we believe that creativity is the foundation of timeless design – crafting experiences that leave a lasting impression.



„The *earth* has music for  
those who listen.“

William Shakespeare



# The art of *welcome*

What makes a vacation unforgettable?

A warm welcome, excellent service, thoughtful details and memories that last. From highly effective, sustainable natural cosmetics and lifestyle skincare to premium sleep systems.

Finest bed linens, plush terry towels, stylish room accessories, and elegantly designed food and wine menus.

We share our passion and sense of aesthetics with our clients – in both hospitality and gastronomy.





# Crafting *your story*

The first impression every guest experiences should be something truly unique. To leave a lasting impact on the senses, every detail matters: the elegant lighting, the exquisite furnishings, the subtle room fragrances, the cozy comfort of the slippers, and the exclusive quality of the bed linens.

Nothing is left to chance. A warm welcome, first-class service, and unexpected creative touches create lasting memories and unforgettable moments for every traveler. After all, don't we all return to the places where we felt most at home?







# Handmade *excellence*

Our goal is to create the perfect stay by bringing tailor-made wishes to life together with the most skilled artisans of Made in Italy. We put **Mademano** front and center – meaning craftsmanship and true handmade quality.

The result? Unique pieces that become timeless classics, reflecting the distinctive character of your hotel or restaurant in the most exceptional way. For truly personal memories of unforgettable experiences.



BEAUTY

#1

# Mastering *Beauty* Rituals

Soft textures, subtle scents – moments of relaxation, anywhere

Hotel cosmetics that go beyond care:

effective formulas, natural ingredients, pure hydration

Effortlessly nourished, radiant skin – wherever your journey takes you





# #1

We believe in strong partnerships – that’s why we collaborate with **ADA Cosmetics International**, the leading expert in hotel cosmetics. Together, we develop sustainable, high-quality skincare and personal care products that are good for both skin and the environment.

The result? An exclusive portfolio featuring brands like **Amouage, Chopard, and Balmain**, innovative dispenser solutions, and certified natural cosmetics for guests and travelers. **Not Just Bodycare** is our skincare line made in Italy: local and authentic ingredients for natural beauty.

# Advanced *Dispenser* Solutions



Our expertise – Innovative dispenser solutions



Delight  
your senses,  
experience  
*beauty*



Our expertise – Sustainable skincare



# Not Just *Travel Sizes*

**Not Just Bodycare** is more than skincare – it's well-being. Our cosmetic line is crafted in the heart of South Tyrol, inspired by the calm rhythm of mountain life. A carefully selected blend of aromatic herbs, healing plants, and alpine flowers – combined with the pure freshness of crystal-clear Alpine water. 100% Italian quality and passion, for a nature-inspired beauty ritual.

*Our expertise – Skincare to take away*



CORRECTION

#2

Mastering  
Timeless  
*Craftmanship*

The quality of a detail that tells a story  
Craftsmanship perfected through experience  
A promise of style that lasts  
A way to express yourself without words



# #2

What does uniqueness look like? A fabric that exudes quality. Embroidery crafted with precision. High-quality materials that speak for themselves. Regionally and locally produced, with meticulous attention to detail. Just as every client has their own style, we recognize what makes a place special – and transform it into handcrafted, one-of-a-kind pieces.

We have the pleasure of collaborating with up to fifty skilled craftsmen, their hands guided by the patience of an ancient art and the wisdom of those who turn materials into stories. Our bookbinders and tanners, guardians of a cherished tradition, bring unique works of art to life. Ingenuity, passion, and Italian craftsmanship – exactly the kind of beauty we love to pass on.





Flawless  
*precision*



Empowering  
*fine dining*





*Our expertise – At the (he)art of creation*



Seta  
SU ILMA

# BEACH HOUSE

LUNCH

THE RITZ-CARLTON  
YACHT COLLECTION

# BEACH HOUSE

**ROASTED SALMON**  
Corn Succotash, Edamame,  
Piquillo Peppers

**BBQ BABY BACK RIBS**  
Corn on The Cobb, Maple  
Chipotle Butter, Homemade Slaw

Before placing order, please inform your server if a person in your party has a food allergy. Some items may contain allergens. We are not responsible for allergic reactions. We do not process tree nuts in our kitchen.  
lupin, sesame seeds, sulphur dioxide, mustard, crustaceans, molluscs or fish allergens to produce in the same facilities that process tree nuts.

ITEMS MARKED WITH AN ASTERISK MAY BE SERVED RAW OR UNDERCOOKED. CONSUMPTION OF RAW MEAT, SEAFOOD, EGGS OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS. ESPECIALLY FOR VULNERABLE GROUPS.

ES

of French  
to Fries

**BURGER\***  
on, Lettuce,  
red Onion,  
pickled Pickles

**CHICKEN**  
ong Alohi,

**P ROLL**  
Mayo,  
ragon,

**KEN**  
**A**  
ack Bean,  
heese,  
e Gallo

**RAP**  
on, Lettuce,  
ini Ranch,  
p

**COD**  
sh, Malt  
Bun

**ICH\***  
Mustard,  
atte Brea



We shape  
*elegance*  
through  
simplicity



*Our expertise* – Creating bespoke moments

STAY  
SAFE



#3

# Mastering *Sleep* Excellence

The cozy warmth of down feathers

Soft sheets and pillows for the perfect sleep environment

A mattress that provides optimal support

For restful sleep – night after night



# #3

Exclusively for the hospitality industry:

In collaboration with **DaunenStep**, we ensure restful sleep in every hotel room. Soft pillows, lightweight down – carefully designed details for ultimate comfort. A retreat crafted for truly restorative moments.

100% Made in Italy, designed with expertise and the belief that a good day starts with a restful night. After all, those who sleep well don't just wake up refreshed – they stay longer. We create unforgettable times of relaxation for every guest.



Creating  
sleep *perfection*



Designing  
*dreams,*  
one night  
at a time



*Our expertise* – Handmade pillow collection



HOTEL DANIELI  
VENEZIA

HOTEL DANIELI  
VENEZIA

HOTEL DANIELI  
VENEZIA

OSU

Comfort  
*tailored* for  
discerning  
guests



*Our expertise* – Relaxing fine linen moments



DEALS  
AVAILABLE



Think and act  
*sustainably*





Together,  
we create *change*



Sustainability matters to our customers. More and more people prefer climate- and environmentally-friendly travel destinations that promote sustainable tourism.

We want to contribute by starting with ourselves – prioritising nature and climate protection in our products and manufacturing processes, and communicating this transparently. For us, true sustainability means successfully combining tourism and ecology.

Transparency guides what we do: we are open and accountable at every stage of our process to deliver solutions that reflect our values. Our commitment is also reflected in our **CSR report**, which captures and communicates the concrete steps we are taking to contribute to a more sustainable future.

We make  
clients *happy*



ROMA  
HASSLER  
STAIRWAY TO HEAVEN

ATELIER NORBERT  
NIEDERKOFER  
*Moessner*

BORGO  
SAN  FELICE  
RESORT

FORESTIS



Ā M A N



  
BELMOND



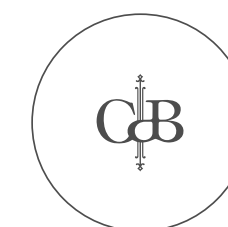
CAPE of SENSES  
\*\*\*\*\*



  
HÔTEL de PARIS  
MONTE-CARLO

LEFAY

  
HOTEL ANCORA







Details, you  
can *feel*

Like what you see?

Visit our **HOSPITALITY E-BOUTIQUE**  
or join us for a coffee at **SHOWROOM 40** in Bolzano!



WAVE  
OASIS






PRIMA


you're welcome Mo - Fr, 08:00 - 12:00 14:00 - 18:00


Details, you  
can *feel*


Our family promise

PRIMA

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