

ANOTHER REASON TO LOVE ITALY

The Luxury Side: Forte dei Marmi and Pietrasanta.

Versilia is a roughly defined area in the north of Tuscany that begins at the fine-sand beaches of Forte dei Marmi and runs up the hills of the elegant art town Pietrasanta with in the background the dramatic mountains composed of pure white marble.

Some have compared Versilia to the Hamptons and the French Riviera, exclusive tourist spots where the rich and famous come to eat, shop and hang out in designer clothes during the summer months. And there's no doubt about it: Versilia is a place for exclusive shopping and superb wining and dining. But there's another side to it too, another way of experiencing the area, where there is such a multitude of things to do.

You might want to go for a bicycle ride along its tree-lined streets with splendid villas nestled in the pinewoods and fragrant gardens. Relax in the sun at one of the many private beach establishments, elegantly furnished with tents and lounge chairs. Once sunset sets in, head for a refreshing aperitivo with friends. In the picturesque village Pietrasanta you realize how food and art magically come together. If you want something more adventurous, a private jeep tour into the marble quarries can be arranged. A visit to Viareggio will be like a dream come true for lovers of luxury yachts. And don't miss Lucca, a beautiful small city with a medieval center, just a 20 minute drive from Forte dei Marmi.

July and August is the peak of peak season but locals often say that Spring and late Summer are the best times to visit Versilia, when it's cool enough to stroll outside, but still warm enough to wear a t-shirt and, indeed, enjoy the beaches, too.

The preferred way to stay is definitely in rented accommodation. But after your first stay, you wished you would live here.

From elegant beachfront residences to hillside homes surrounded by olive groves, Gran Toscana Properties is an international boutique agency based in Forte dei Marmi and has access to the best and latest listings. With their adorable vintage Ape Calessino they will show you around in Italian style!

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