

# Celebrating the Launch of ENVY ITALY Magazine

Submitted by: ENVY ITALY

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## “A NEW BREED OF LUXURY LIFESTYLE MAGAZINE”

This month sees the launch of ENVY ITALY Magazine, an exclusive showcase for all things luxurious and exclusively Italian. The result of three years' research and collaboration between its editors and contributors, ENVY ITALY is a truly unique lifestyle guide highlighting all that is good about luxury living in Italy.

## “ENVY ITALY GETS UNDER THE SKIN OF LA DOLCE VITA”

ENVY ITALY is a beautifully designed, intelligently thought-out magazine that celebrates the work of innovative designers, artisans, chefs and wine-makers. It also explores the world of high-end travel where ENVY ITALY visits the finest hotels, gourmet restaurants, five-star resorts and private real-estate properties.

Editor Rosie Meleady explains...“We are delighted to share with you the very first issue of ENVY ITALY'S luxury, lifestyle and travel magazine. The concept has been slowly bubbling away for the last three years and we are over the moon that we can now invite our readers to discover all that is good about luxury living in Italy. We have travelled from the heady heights of the mountains in the north to the very tippy-toe of the south seeking out the most exclusive experiences. We hope that readers will be inspired to explore more of Italy's exclusive destinations and look forward to highlighting more elite ideas and VIP experiences which Italy has to offer. We have partnered with a well-established international distributor and have handpicked five-star venues, private jet and airport lounges, members clubs, medical centres and corporate offices where our magazine will be displayed for high end clients to enjoy.”

## “ENVY ITALY CELEBRATES ALL THINGS GORGEOUS & ITALIAN”

Editor, Sharon Finnigan-Kilby explains in more detail...“ENVY ITALY is read by affluent travellers and Italy lovers worldwide. The magazine captures the essence of Italian luxury and features a hand-picked collection of the finest properties, as well as features on culture, art, fashion, interiors, business and investments. We have many readers in the USA who have Italian roots and ENVY ITALY provides a connection to their heritage. To enhance the printed magazine ENVY ITALY also has a strong online presence where subscribers can sign up to receive exclusive offers, regular newsletters and view the digital version of the magazine. The magazine is contemporary, square and 'clean' in design and is printed in Italy on 100 percent recycled paper. A quarterly, seasonal magazine, ENVY ITALY'S first issue has been distributed to five-star locations across Europe and the second issue will also be available in the USA and Dubai.”

## “ITALY'S VIP GUIDE TO TRAVEL, LUXURY & LIFESTYLE”

Rosie adds “In the launch issue we celebrate the captivating essence of Venice, its rich history,

vibrant culture and unique cuisine as experienced through the eyes of renowned New York photographer, Michael David Adams and author Skye McAlpine. We learn how Michelin starred chef Massimo Bottura is changing the philosophy of the restaurant industry, take a VIP tour of one of the most innovative cantinas in the country and hunt for truffles in the ancient forests of Piedmont.

Our website is also a major element of ENVY ITALY, here, readers can discover inspirational stories that each share a passion for all things luxurious and Italian. Initially we were going to just focus on the website, but our research shows that people still love to leaf through a quality magazine and we are confident that high-end print magazines are definitely making a comeback.”

“AN INSPIRING TRAVEL MAGAZINE RICH IN ITALIAN CULTURE”

Instagram @envyitaly

Notes to Editors:

ENVY ITALY Magazine is printed quarterly and has a circulation of 10,000 copies with an estimated readership of 60,000. You can find ENVY ITALY in hand-picked, VIP locations including:

- Airline business class lounges
- 5\* Hotels & Resorts
- Private Members Clubs
- Hedge Fund Offices & Private Banks
- Exclusive Boutiques
- Private Jet Centres
- Spas & Private Clinics
- Art Galleries
- Real Estate Agencies

Notes to Editors...

SHARON FINNIGAN-KILBY - Editor

Originally from the UK, Sharon established a highly successful PR agency in 2001 working with prestigious clients in the luxury, lifestyle and hospitality industries. In 2007 She opened a second office in Tuscany, Italy and Arthouse PR now represents numerous five-star hotels, restaurants, spas and resorts. In addition to her PR experience Sharon is also a respected editor with over 18 years' experience of working on a variety of inspiring editorial projects internationally. She has produced over 100 magazines for hotels, estate agents, corporate, hospitality and leisure clients. As a freelance journalist, her work has featured in 'Homes and Gardens', 'The English Home', 'Period Living', 'Toscana and Chianti News', 'Country and Town House' and 'The Resident Magazine'. "Italy has been my source of eternal inspiration for over two decades and I have been lucky enough to call Tuscany my home for the last 11 years. ENVY ITALY brings together the finest luxury, lifestyle and travel experiences in one truly gorgeous Magazine and online VIP Collection.”

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ROSIE MELEADY - Editor

DUBLINER Rosie started her first magazine publishing company in her early 20s creating Ireland's bestselling magazine of the time. For her work, she received the 'International Woman in Publishing Award' in 1996 and the 'President's Gold Award'. She has since created and edited magazines on travel, health and lifestyle, weddings and culture. In 2001 she began a destination wedding company and in 2010 she created the viral PR campaign 'The Honeymoon Testers' which resulted in over \$9million in PR value in six weeks. Rosie fell completely in love with Italy on her first visit and has specialised in planning inbound destination weddings into Italy since 2014 which brought over \$1.3million in revenue into Italy in its first three years. Rosie now lives between Ireland and Trasimeno in Umbria. "To me Italy is the keystone of artisan creativity in the world. It's architecture, art, wines, food, hospitality, scenery, history and people blow my mind every day that I spend here! I want to share the best of Italy with the world and ENVY ITALY is how we intend to do just that."

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