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LUXURY & LIFESTYLE

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**The Shopping Guide
for the international traveller**

LA SCOLCA

107 Anni di Stile di vita italiano, Innovazione ed Eleganza senza tempo



Da 107 anni La Scolca rappresenta una delle espressioni più iconiche del lifestyle italiano nel mondo. Guidata dal Cav. Lav. Chiara Soldati, il brand ha trasformato il Gavi in un simbolo internazionale di eleganza contemporanea, presente nelle più prestigiose destinazioni estive, dai luxury resort mediterranei ai fine dining internazionali. Al centro di questa visione si distingue *Gavi dei Gavi Etichetta Nera*, vino simbolo della maison, riconosciuto per stile, freschezza e identità senza tempo. Più di un vino: un'esperienza che racconta convivialità, heritage e sofisticata autenticità italiana. L'universo La Scolca si completa attraverso esperienze esclusive pensate per vivere il territorio in modo immersivo ed elegante: dalle raffinate Caviar Experience ai tour dedicati al mondo golf, fino alle degustazioni private tra le colline del Gavi, dove paesaggio, ospitalità e cultura del vino si incontrano in un'atmosfera unica. Con un DNA moderno e innovativo, La Scolca continua a evolversi mantenendo forte il legame con il territorio e con una visione orientata alla sostenibilità, ai nuovi trend di consumo e a un lusso sempre più consapevole. Tradizione e innovazione convivono così in un racconto che oggi parla al mondo attraverso eleganza, cultura del vino e lifestyle contemporaneo.

على مدى أكثر من 107 أعوام، جسدت لا سكولكا جوهر أسلوب الحياة الإيطالي والأناقة الرفيعة حول العالم. وتحت قيادة كيارا سولداتي، نجحت العلامة في تحويل غافي إلى رمز عالمي للفخامة العصرية، حاضرة في أرقى المنتجعات والمطاعم الفاخرة. ويُعدّ نبيذ *Gavi dei Gavi Black Label* أيقونة الدار، لما يتميز به من نضارة وأناقة خالدة وهوية إيطالية أصيلة. كما تقدّم لا سكولكا تجارب حصريّة تجمع بين تذوق الكافيار والجولات الخاصة وجلسات التذوق وسط تلال غافي الساحرة. ومن خلال المزج بين التقاليد والابتكار والاستدامة، تواصل العلامة إعادة تعريف مفهوم الفخامة الحديثة عبر ثقافة النبيذ وفنون الضيافة والتجارب الراقية.

LA SCOLCA

107 Years of Italian Lifestyle, Innovation and Timeless Elegance

For 107 years, La Scolca has represented one of the most iconic expressions of Italian lifestyle worldwide. Led by Cav. Lav. Chiara Soldati, the brand has transformed Gavi into an international symbol of contemporary elegance, featured in the world's most prestigious summer destinations, from Mediterranean luxury resorts to renowned fine dining venues. At the heart of this vision stands Gavi dei Gavi Black Label, the maison's signature wine, celebrated for its timeless style, freshness and distinctive identity. More than a wine, it embodies an experience of conviviality, heritage and refined Italian authenticity. The La Scolca universe is enriched by exclusive wine experiences designed to immerse guests in the beauty of the territory: from refined Caviar Experiences to golf-inspired tours and private tastings among the rolling hills of Gavi, where landscape, hospitality and wine culture come together in a truly unique atmosphere. With a modern and innovative DNA, La Scolca continues to evolve while preserving a deep connection to its territory, embracing sustainability, new consumption trends and a more conscious vision of luxury. Tradition and innovation coexist in a story that today speaks to the world through elegance, wine culture and contemporary lifestyle.

Nelle foto:

Chiara Soldati
CEO&Owner La Scolca

Caviar Experience

Gavi dei Gavi La Scolca Etichetta Nera



一个多世纪以来，La Scolca 始终代表着意大利生活方式与优雅品味的典范。在 Chiara Soldati 的带领下，这家酒庄将 Gavi 打造成当代奢华的国际象征，出现在顶级度假胜地和知名高级餐厅之中。其标志性佳酿 Gavi dei Gavi Black Label 以清新口感、永恒风格和纯正意大利特色而闻名。与此同时，La Scolca 还推出沉浸式体验，包括鱼子酱品鉴、私人酒庄之旅以及 Gavi 山丘间的专属品酒活动。品牌在传承传统的同时，坚持创新与可持续发展，通过葡萄酒文化、待客之道与精致体验不断诠释现代奢华。