



BRUNELLO CUCINELLI



“You choose someone when you share the same values of ethics and beauty!”

Brunello Cucinelli brought to Norcia about 500 colleagues coming from all over the world. This 2018 event, strongly wanted by the Umbrian cashmere entrepreneur himself, aimed to transmit the spirituality and the beauty of the places of Saint Benedict, patron of Europe.

Today the history of Cashmere passes through the workshops in Solomeo, Umbria. Here since 1978 Brunello Cucinelli's intuition has bestowed upon this yarn a new appeal and modern colours. In its new role, cashmere now joins together the Umbrian heritage of knitwear and the innovation of contemporary design.

Bianconi Family, owners of Relais & Chateaux Palazzo Seneca in Norcia, supported this important event and proposed a high level culinary experience thanks to the wise union of their restaurants' experiences: Vespasia restaurant, 1 Michelin star, and Granaro del Monte restaurant, deeply tied to the gastronomic history of the destination.

Palazzo Seneca was built in the 16th century and is one of the most beautiful monuments of Norcia. The palace is now a Relais & Chateaux boutique hotel of 24 rooms in the heart of the Sibillini Mountains National Park and it represents the perfect combination of tradition and design, quality and simplicity.

“Our heartfelt thanks goes to Brunello Cucinelli for choosing Norcia and Bianconi Ospitalita' to celebrate his 40 years of activity”

