



STUFF OF FAIRY TALES

Discerning travellers seeking romantic, yet outstanding experiences will discover an enchanted world in the Dolomites amidst 17 hectares of private woods and meadows. At an altitude of 1,200 metres, the White Deer San Lorenzo Mountain Lodge, a former noble hunting chalet built by the Bishop of Bressanone, dating back to the 15th century, welcomes sophisticated, demanding guests looking for exclusiveness.



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On the left: The Lodge in all its winter beauty. Aside right: The stylish lounge with fireplace, historic staircase to the rooms, ancient door to the kitchen

Giorgia and Stefano Barbini have breathed new life into the stately listed building. When buying the run-down chalet, they wanted to create a luxury retreat while conserving the pre-existing structure. Driven by passion, the two visionaries discovered their mission in life: to offer discerning guests the opportunity to come into contact with pure nature, bringing them closer to authentic beauty through memorable experiences, fine cuisine, culture and the extraordinary exclusiveness of this place. With the White Deer, the two aesthetes have created a veritable masterpiece.

HEART-WARMING PRIVATE SPHERE
Since the lodge opened, Giorgia and Stefano look after their guests personally, whether for a hit-and-run vacation or a longer break. They offer them an elegant luxury holiday retreat with a great deal of charm that accommodates up to ten people and

can be rented only exclusively. In addition to four individually designed bedrooms, the lodge has a wonderfully appointed little spa, a stylish lounge with fireplace, a cosy Stube parlor with adjoining tea room, an outdoor lounge with whirlpool and spectacular views, a fine wine cellar with more than 1,500 bottles of local wines, a private helipad as well as a revolutionary private golf course, named "A Hole in Heaven".

CHARMING, PASSIONATE HOSTS
Georgia's extraordinary cuisine, Stefano's stories and unique excursions, the lodge's setting nestled amongst verdant woods, 360° service and total privacy: It was the synthesis of these elements that gave rise to an extraordinary success story. And as the lodge itself was born, so were two outstanding hosts. Leaving their former lives was like being reborn. For Giorgia and Stefano Barbini, luxury

Pictures: © White Deer San Lorenzo Mountain Lodge, photography by Giovanni De Sandre



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From the left clockwise: entrance area,
tailored loden slippers, the romantic
bedroom with two bunk beds,
the wonderful spa, the cosy Stube
parlor with adjoining tea room



Pictures: © White Deer San Lorenzo Mountain Lodge, photography by Giovanni De Sandre

never has been measured in quantity, it is synonymous with authenticity, passion, and commitment.

In their previous life, the Barbinis were well-known in the Italian fashion industry, in the haute couture to be precise. In addition of being the granddaughter of the founder of the internationally celebrated menswear fashion Empire Brioni, Giorgia was the owner of the Escada flagship store in Rome and the managing retail director of Escada Italia. Stefano was Escada's CEO in Italy and France as well as the executive head of marketing for international brands such as Alberta Ferretti, Moschino, Jean Paul Gaultier and Ozbek.

LOVE AT FIRST SIGHT

At a certain point, they decided to change everything. It took courage to leave a world that was incompatible with family life. During a trip to South Tyrol, they happened to come across a historic sixteenth-century residence in Val Pusteria. It was love at first sight. Not a trace of doubt. The two decided to turn their backs to their former life and moved to San Lorenzo di Sebato where they dedicated all their passion to their new hospitality project. A personal dream came true.

CONTACT

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