

Press Coverage 2019: Casa San Agustín

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My Luxuries / Remo Ruffini

The CEO of Moncler reveals his favourite indulgences



What does luxury mean to you? Quality, uniqueness and personality. *What's*

your style? Classic, with a touch of smartness. I order made-to-measure

blazers from tailors around the world. I'm comfortable in **MP Massimo**



Piombo and Sartoria Deplano. *Footwear choice?* Belgian Shoes are my favourite. I've also

started wearing **Yatay**



sustainable sneakers. *Essential watch?* I do not

wear watches, even though I like them as an object. I don't need to perceive time passing. *What's*

your dream car? I'm not a typical car lover. However, I am amazed by all the new technology and giant steps the industry is taking towards sustainability.

I use the **Mercedes-**



Benz G-Class. *Top restaurants?* In Milan, I like Langosteria. Its fresh fish dishes are simple

and delicious. In New

York, I like to go to Eleven Madison Park. Head chef Daniel Humm is a

genius. *Which artwork would you love to own?* A woodwork by **Alberto Burri.** *What's your ultimate experience?* When I was a



child. I had the chance to travel to Finnish Lapland. I would love to go there again. *What are you drinking?* Sparkling water, coffee and sake. *Favourite*

architecture? I like the rationalism of the **Bauhaus**



movement, and the grace and elegance of art deco.

Hotel of choice? I felt both history and authenticity at the

Hotel Casa San Agustín in Cartagena. *What would make your*

existence more luxurious? Meeting people whose refinement and elegance extends beyond their appearance to their thinking. *Your perfect view?* The one

from my house in **Como**, or on the slopes from the Diavolezza glacier in St

Moritz. *What can't you live without?* The lucky horns – traditional Napoli charms called **cornicelli** – that some

friends gave me in Naples. And the pizza at Antonino Esposito in Sorrento is unrivalled.

