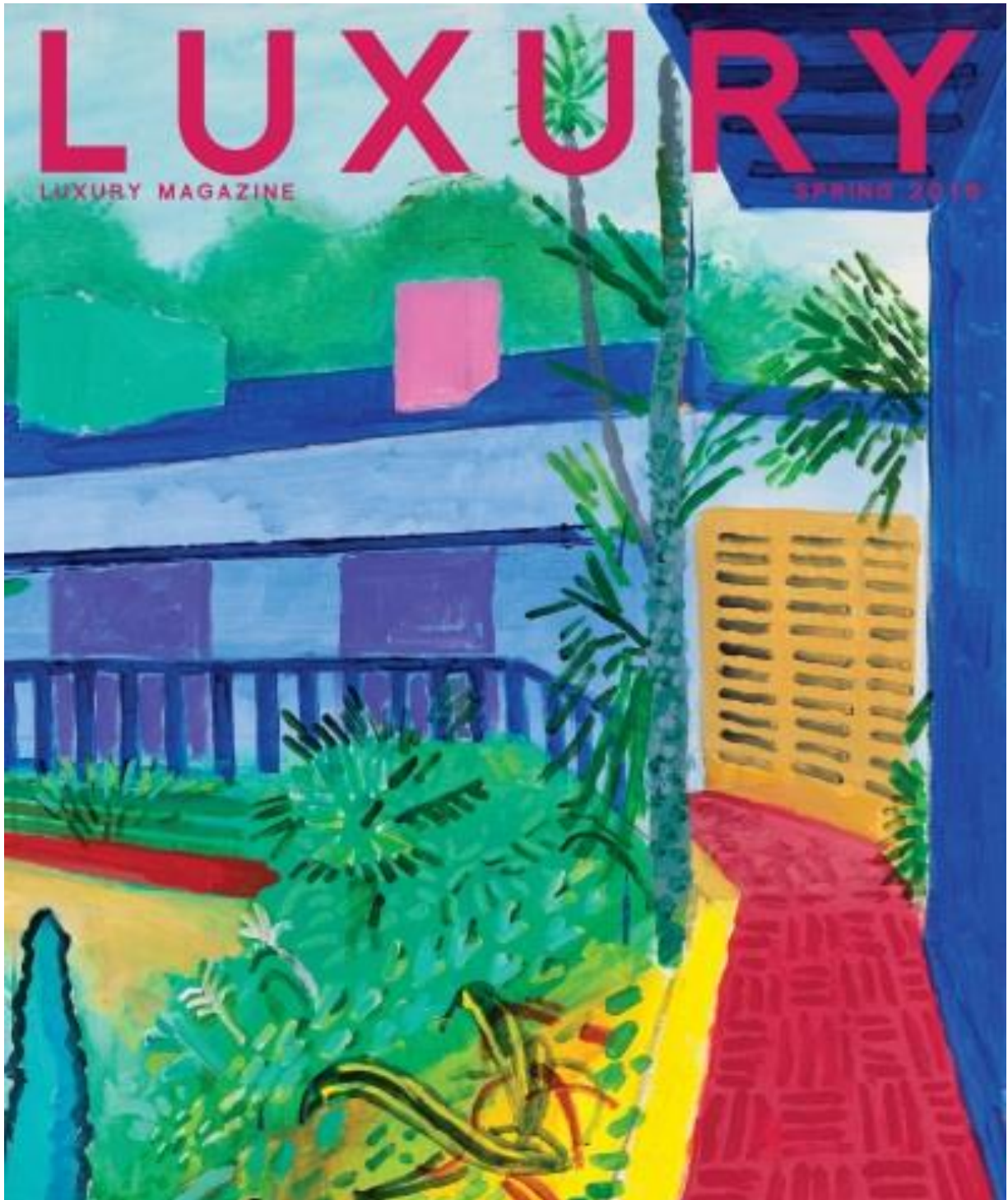


# LUXURY

LUXURY MAGAZINE

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# ROME



## For Classicists

THERE'S A REASON IT'S CALLED THE ETERNAL CITY.

- 1. Gammarelli** This clerical outfitter in the shadow of the Pantheon is a longtime papal favorite, but the secular can also shop here. Strall into the frothy store, stacked with hoses, and staffers will immediately assume you're looking for one thing: ultra-soft, fine-gauge cotton socks, produced for cardinals in two lengths (knee- and ankle-high) and four colors: scarlet, purple, white, and black. [gammarelli.com](http://gammarelli.com)
- 2. Caffè Sant'Eustachio** The baristas at this tiny, much-lauded café work furiously, their hands hidden behind a mirrored screen. Rumor is they add a pinch of baking soda to whip up extra crema. Watch out for impostors nearby, keen to siphon off business from unsuspecting visitors. The real café has egg-yolk-yellow bags of coffee beans piled high in the window for sale. [santestachiocaffè.com](http://santestachiocaffè.com)
- 3. La Pergola** Chef Heinz Beck's masterful cooking underpins its three Michelin stars. A must-try is his delightful riff on carbonara: pasta filled with barely cooked egg yolk, cheese, and bacon that bursts with flavor. Perched on a hill outside the city, the restaurant keeps its best tables out on the terrace. [romecavalieri.com/la-pergola](http://romecavalieri.com/la-pergola)
- 4. Ai Monasteri** The same family has owned and run this oddball shop since the 1890s. Imagine Aladdin's cave filled with tinctures, soaps, lotions, and foodstuffs like honey, all of them made by Italian men of the cloth (hence the name). There's also wine, such as the sweet vin santo, and liqueurs. [aimonasteri.it](http://aimonasteri.it)
- 5. Colosseum** Rome's most photographed ruin has just undergone a major renovation funded by cobbler Tod's. The five-year program included everything from shoring up the grouting to opening the upper levels of the building for the first time since antiquity. Reserve in advance for the chance to join a small group clambering to the top, and be rewarded with superb views of the city. [coopculture.it](http://coopculture.it)
- 6. STAY: Palazzo Odescalchi** This 10,674-square-foot, four-bedroom palace near Trevi Fountain opened last September. Owner Princess Maria Pace Odescalchi spent two years renovating the 17th-century jewel-box with Murano chandeliers and Renaissance tapestries. Butlers access the princess' personal contacts to book tours and tables. Price upon request; [info@staysuperpropertiesandevents.com](mailto:info@staysuperpropertiesandevents.com)



## For Trendsetters

THE ROMAN COOLNESS QUOTIENT IS RAMPING UP.

- 1. MAXXI** This sinewy, Zaha Hadid-designed museum on the northern outskirts of the city is aimed at the 21st century (hence the punning Roman numeral name) and intended as a showcase for art and architecture, whether via its permanent collection or its traveling shows. The piazza and playground in front are favorites of neighborhood families. [fondazionemaxxi.it](http://fondazionemaxxi.it)
- 2. Caffè Propaganda** Italians were cocktail pioneers—they invented the Negroni, after all—but the craft mixology scene, so lively in London and New York, has lagged behind here. This new bar, a short walk from the Colosseum, is changing that—largely thanks to genial head barkeep Patrick Pistolesi. Perch on a stool and ask him to create a custom concoction. [caffepropaganda.it](http://caffepropaganda.it)
- 3. Shop in Monti** A once-savvy central district has become the city's coolest place to browse, especially along via del Boschetto. Look for brightly colored women's wear at Kokoro (browns; [kokoroshop.it](http://kokoroshop.it)), silk bags at Le Nou (+39.06.7105.6239), bold jewelry at Ashanti Galleria ([ashantigalleria.com](http://ashantigalleria.com)), or sneakers and tees at Super super-space.com.
- 4. Neve di Latte** With two outposts in the city, this Slow Food-inspired gelateria focuses on organic fruit, biodynamic milk, and locally grown ingredients. Try the pistachio, and you'll never want that flavor anywhere else again. There's also a selection of wacky but tasty seasonal flavors, whether persimmon or barrel-aged bakamick. [facebook.com/veceallattemilano](http://facebook.com/veceallattemilano)
- 5. Porto Fluviale** An unimposing warehouse close to Ostiense train station was reborn as a 10,000-square-foot temple to gastropub, with raw brick walls and reclaimed wooden fixtures. It contains a collection of eating and drinking spots, but the best feature is the dual-oven pizzeria, which dishes out both thin-crust Roman-style pizza and its rival from Naples, which has a doughier edge. Dare to decree one better than the other. [portofluviale.com](http://portofluviale.com)
- 6. STAY: D.O.M.** A former Claretian monastery in the Centro Storico close to the river, this boutique hotel features 18 rooms and suites with a maximalist exuberance to its décor (think dark walls, Venetian mirrors, and plenty of velvet). From \$255; [dombotelroma.com](http://dombotelroma.com)

—Mark Edward