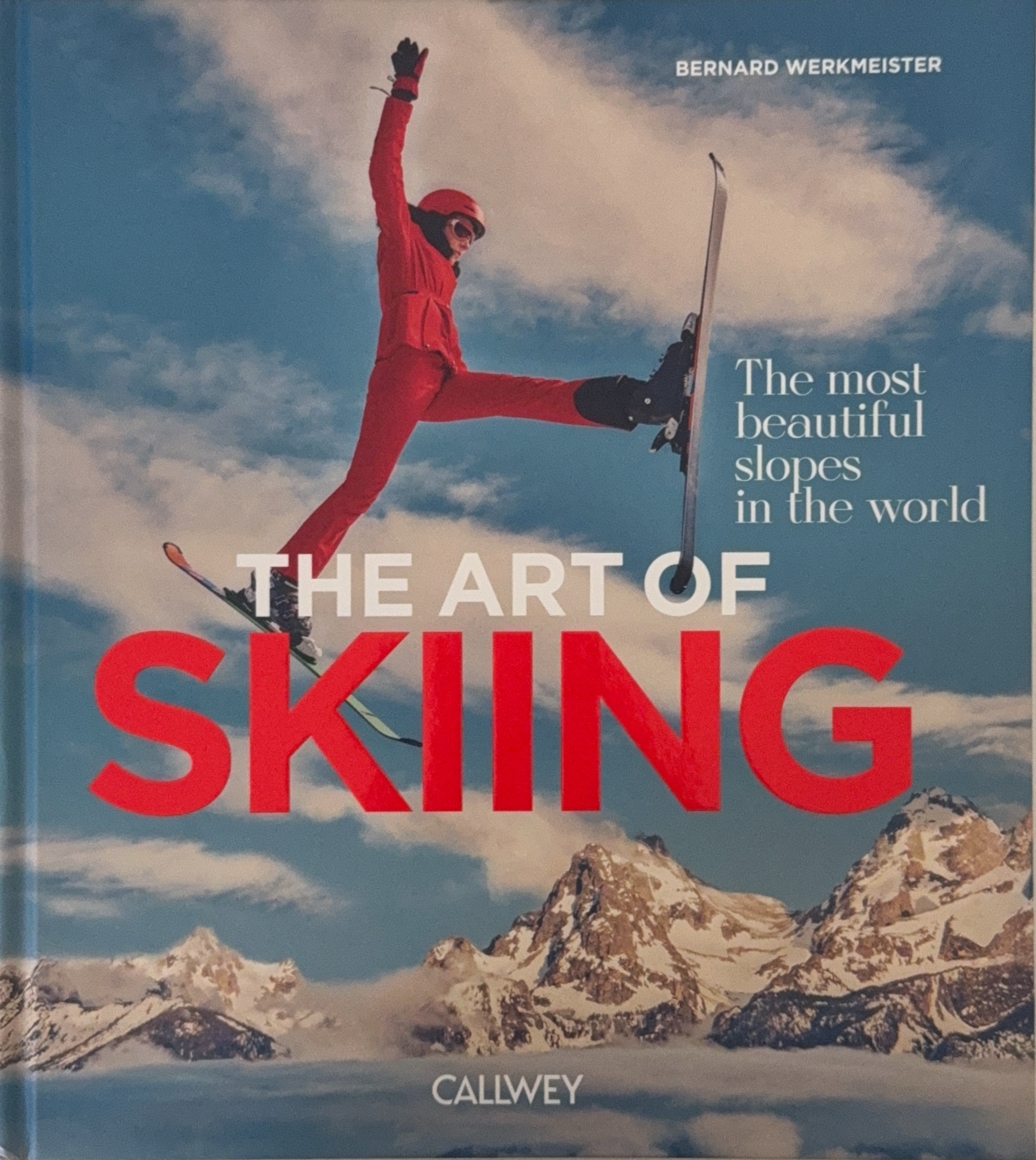


A full-page photograph of a skier in a bright red suit and helmet, captured mid-jump. The skier's right arm is raised high, and their left leg is extended horizontally. Their skis are visible, with one pointing upwards. The background features a vast, blue sky filled with soft, white clouds. In the lower portion of the image, the jagged, snow-dusted peaks of mountains are visible.

BERNARD WERKMEISTER

The most
beautiful
slopes
in the world

THE ART OF SKIING

CALLWEY

VALERIANO ANTONIOLI

BETWEEN ELEGANCE AND AMBITION

Valeriano Antonioli is a man of many roles: cosmopolitan, aesthete, host—and CEO of the Lungarno Collection, the sophisticated hotel group owned by Ferragamo that sets the standard for Italian luxury in Florence, Rome, and Milan. But if you think he only feels at home in designer suites or boardrooms, nothing could be further from the truth. His second home is in the mountains, or more precisely, on skis, somewhere among the peaks of the Dolomites.

**What does skiing mean to you?
Sport, style, or identity?**

For me, skiing is more than just a sport. It's about freedom, energy, and time with friends and family. I grew up in Valfurva near Bormio, in the Stelvio National Park. That landscape shaped who I am, and I always feel drawn back there.

**How important is the way you
look on the slopes? Is it more
about technique or style?**

Technique always comes first. I still ski at speeds of 120 to 130 km/h (75 to 81 mph), so everything has to be just right. Focus, stamina, posture. But of course, the look matters too. A good outfit puts an extra smile on your face at the lift. My style is functional and technical, but with an eye for aesthetics. Lots of people think I'm a ski instructor—a compliment I'm happy to take.



**Do you remember your first day
skiing in Val Gardena?**

My first ski day there was surprisingly late—2023. I was instantly impressed. People were already lined up at the lift by eight in the morning, everyone wanting to get going as early as possible. The vibe, the scenery—you can feel right away that Val Gardena is a special place, a UNESCO World Heritage Site.

**What rituals belong to your per-
fect ski day?**

I start with a hearty breakfast and hit the slopes as early as I can—the time before 11 a.m. is the most intense. If I'm prepping for a race, it all starts weeks ahead: I train, watch my diet, and pretty much cut out alcohol. Everything's about physical and mental precision.

**How do you combine your love of
luxury with the simplicity of the
Dolomites?**

For me, luxury means experiencing something real. When I invite friends from the city, they're transformed after three days. We stay in a classic moun-

tain hut, eat at local restaurants, soak up the silence and the snow. Afterwards, everyone says: That was pure luxury.

**What would you like for your
guests when you invite them to
Val Gardena?**

That they experience the Dolomites as powerful and authentic! If my guests are experienced enough, I love to offer them an adventure, with off-piste tours as a sporting challenge.

**Have you ever experienced a mo-
ment that perfectly captured the
magic of skiing?**

Yes, at the top of the mountain. That moment when you see the panorama and everything is quiet. You just stand there and know: this is exactly why I'm here.

**Was there ever a moment on the
descent when you thought: That's
it, now everything's perfect?**

Yes! Every time I ride through fresh powder. That feeling under your skis, that lightness. It's just indescribable.

**What role does aesthetics play
for you when skiing?**

Aesthetics are the bonus on top of function. For me, athletic performance is front and center; but moving with elegance creates the perfect harmony of inner and outer poise.