

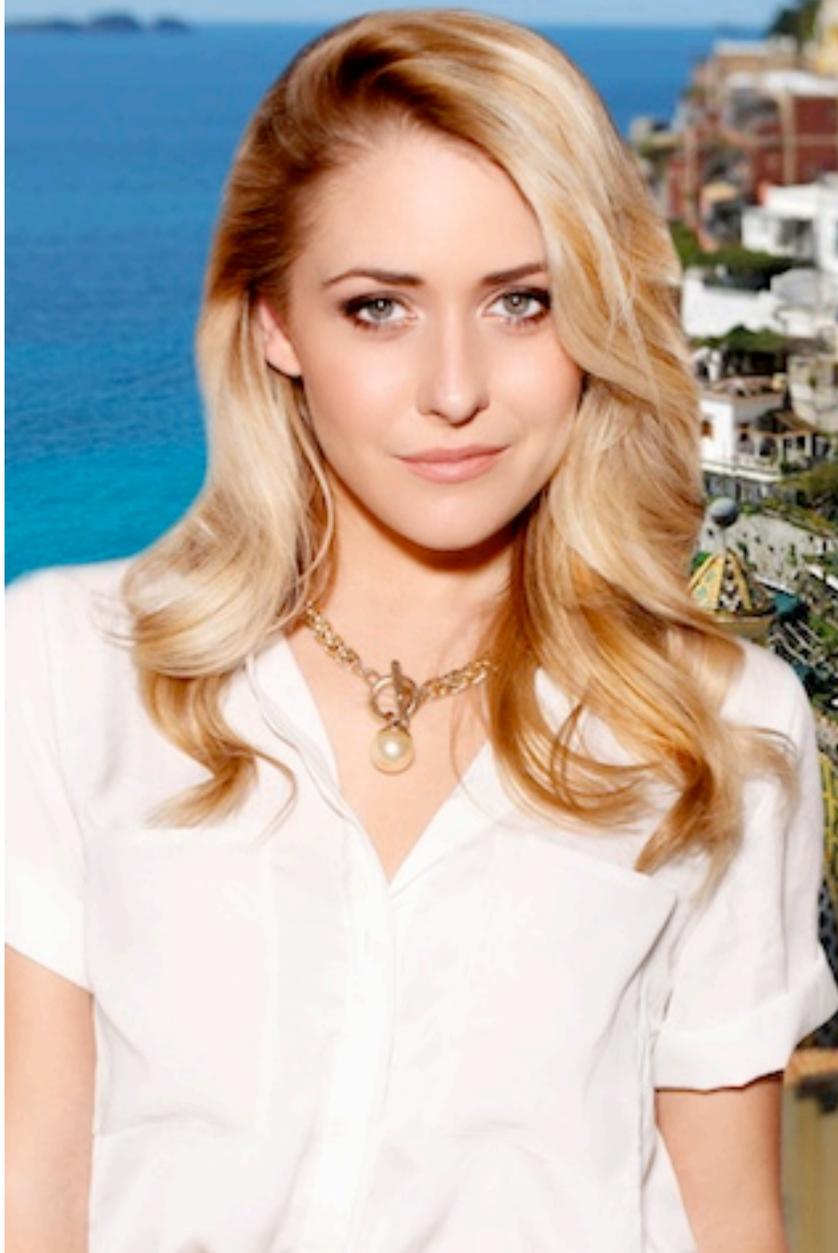
POSITANO

PRESSKIT

Stefanie's Style Diaries

Her Fashion, Her Travels

3 PART SERIES



STEFANIE'S STYLE DIARIES: POSITANO

Discover the treasures of the simple life in the coastal commune of Positano, Italy with fashion correspondent Stefanie Rycraft Jones. Located along the Amalfi Coast, this once quaint fishing village has been attracting tourists and artists with its picturesque landscape and colourful buildings. In this 3 part series, uncover the secrets of what John Steinbeck calls his dream place.

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About Stefanie

Gorgeous, vivacious and bright, Stefanie Jones is captivating. With a great deal of live and pre recorded presenting experience that makes her a total natural on screen, Stefanie stippled her competition to become Fashion One's first London Correspondent. Stef is comfortable in any environment, doing pieces to camera from autocue or out on the streets vox-popping the public.

Prior to joining the network, Stefanie has some noteworthy credits to boast. She was the official presenter for Miss Great Britain 2011 covering heats and events across the UK. She also hosts her own online media show on Video Junkie TV reporting on the latest news, events and topics from sports cars and technology to music, events, lifestyle and popular culture. Stefanie has interviewed many music celebs for Leeds Festival as well as appearing on ITV's Alan Titchmarsh Show, SKY TV, not forgetting being Nestle's first ever female Milky Bar Kid... at the age of 23! Her fun and 'game for anything' spirit is massively appealing and has led her to a passion for outdoor action – such as skiing and scuba diving. She is also a massive film buff (and a sucker for all things 'celeb'). Stefanie loves all things fashion, showbiz and brings a wonderful and infectious natural energy to the screen and audience.



Episode List:

Episode 1

Upon arriving in Positano, Stefanie was challenged in finding the hotel Le Sirenuse amongst the winding streets and little local shops. However, this proved to be a fantastic way to discover the village. Her stay at this award-winning small family run luxury hotel was indeed a total package on its own with a visit at the hotel's clothing store Emporio Le Sirenuse, to dining at the hotel's restaurant La Sponda with Michelin star chef Matteo Temperini. Stefanie then pampers herself at the SPA, experiencing some of Le Sirenuse's signature massages.

Episode 2

It's a day for the senses as Stefanie wakes up to Positano's beautiful sunrise and starts her day with a yoga session. This was later followed by a visit to the local fishmonger with Chef Matteo Temperini to learn much about the island's staple, seafood then a quick detour to the village of Nocelle, pending between the sea and the sky and from where it is possible to enjoy one of the most enchanting views of the whole Amalfi Coast. Our sassy host later on dabbles herself with the incredible perfume line developed within Le Sirenuse and ends her day by learning how to prepare the most famous cocktails at the hotel's bar.

Episode 3

One couldn't leave Italy without experiencing a taste of its wines, olive oil, and cheeses. Stefanie puts her taste buds to the test with a selection of luxurious wines, cheeses and oils specially selected by Le Sirenuse's very own sommeliers, matched together by the most traditional flavours of Positano. Divulge in detailed explanations of the various flavours and the background of each product's history. Each of the tasting guarantees an intimate and unique experience.





Positano, Italy

Based in Campania, Positano is a small village on Italy's Amalfi coast. During the first half of the twentieth century, Positano was a relatively poor fishing village and began to attract large numbers of tourists in the 1950s. The location became increasingly popular after John Steinbeck published his essay about Positano in Harper's Bazaar in May, 1953 writing: "Positano bites deep...It is a dream place that isn't quite real when you are there and becomes beckoningly real after you have gone."

Its colourful cobbled streets are lined with traditional cafes, wooden canopies teeming with wisteria and fashionable boutiques. There's a real sense of southern Italy here with delicious pizzerias and stony beaches.

Where to stay?

Le Sirenuse Hotel



Le Sirenuse is an award-winning small family run luxury hotel in an 18th century villa on the Amalfi Coast in Positano Italy. Le Sirenuse opened in 1951, when the Marchesi Sersale turned their summerhouse into a charming Hotel, overlooking the bay of Positano. Today Le Sirenuse has 58 rooms, furnished with all the comforts of a luxury hotel, while maintaining the atmosphere of a private home.

Almost all rooms, suites and junior suites look out over the bay of Positano. Most have a private terrace or balcony and all have whitewashed walls, vaulted ceilings and hand-made tiles on the floors.

Experience!

Wine, Olive Oil, Cheese Tasting



Luxurious wines, cheeses and oils specially selected by Le Sirenuse's very own sommeliers are matched together by the most traditional flavours of Positano. Divulge in detailed explanations of the various flavours and the background of each products history. Each of the tasting experiences guaranties an intimate and unique experience. Enjoy some of the many delicious tastes of the Positano region!

Shop! Shop! Shop!

Emporio Le Sirenuse



The first Emporio Le Sirenuse boutique was opened in 1990 opposite the Hotel's entrance. It has today developed into three units: the original store, a new one next to it and a small one in the hotel's lobby. **The Sirenuse Collection**, launched in 2013, presents cotton caftans and silk dresses for ladies, swimmers and linen shirts for men, embroidered cushions and wrought iron candleholders for your home.

At the Emporio you will also find a unique selection of other brands, like Antik Batik, Odd Molly, Massimo Alba, Aspesi Blu, Philosophy by Alberta Ferretti, Ambas and more. Eau D'Italie, Le Sirenuse signature fragrances and bath and beauty products are sold here.

Drink and Dine

La Sponda Restaurant



La Sponda restaurant is lit, at dinner, by four hundred candles that create an unforgettable atmosphere. The cuisine is based on local, fresh ingredients and is inspired by the Mediterranean tradition.



Michelin Chef Matteo Temperini

Matteo is a young chef from Tuscany. He was born in Poggibonsi, Florence in 1974. He worked for Alain Duchasse in Paris (***) guide Michelin) and Alfonso Iaccarino in Sant'Agata sui due Golfi (** guide Michelin) and Macao. He joined Le Sirenuse in 2008 and became Executive Chef in 2009. His passion towards the Mediterranean flavours, born during his years with Alfonso Iaccarino, is fully expressed in his menu. In 2012 he obtained his first Michelin star.

Matteo's cuisine is the cuisine of the South: fresh fish, ripe tomatoes, extra virgin olive oil, garlic, a lot of vegetables, Mediterranean herbs, lemons from the Amalfi Coast and fresh cheeses. The great Neapolitan tradition is reinterpreted by his expert hands and made lighter, more modern. The result is a very genuine and fresh cuisine; full of the rich flavours of our region and made using very fresh ingredients, preferably local and carefully selected.

Pamper yourself

The Sirenuse Spa



The Sirenuse Spa was designed by Gae Aulenti. Massages and face and body treatments are applied to clients using Aveda's aromatic essential oils, natural products and techniques. Le Sirenuse Signature Massage is the spa's specialty treatment which lets you relax with warm citrus fruit oils mixed with cedar wood designed to cleanse the body, relax muscles and provide an anti-stress treatment.

For media queries, please contact:

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