



In the heart of Venice and priced at €430,000

PROPERTY PROMOTION

LA DOLCE VITA

A NEW LONDON-ITALIAN OFFICE HAS JUST OPENED IN MAYFAIR, OFFERING THE PICK OF ITALY'S PROPERTIES COMBINED WITH IMPECCABLE CUSTOMER SERVICE. JESSIE HEWITSON INVESTIGATES



Anyone for Venice? This second-floor, 15th-century apartment is currently on the market, price on application

It's easy to fall in love with Italy. After all, sitting on a sun-soaked terrace amid spectacular Mediterranean scenery and sipping wine while enjoying a delicious, leisurely lunch is not a bad way to spend a few hours. The hard part, up until now, has been finding a decent agent who can be trusted to help find you the perfect Italian home.

This problem has just been remedied, however. One of central London's most established buying agencies, Prime Portfolio, run by two of the capital's most experienced agents John Vaughan and Perry Bousfield (who between them have more than 50 years' experience), has just joined forces with one of Italy's largest and best respected agencies, Professione Casa Prestige International. The network of Prestige International specialises in selling exclusive property in Italy, as well as luxury property further afield – in New York, Miami and Barcelona, among many other locations.

This new collaboration means that British buyers will now have access to a vast choice of desirable Italian property, and the reassurance that they will be getting the very best advice when purchasing homes in some of the country's most idyllic settings – whether it's an apartment on the Grand Canal in Venice, a cypress-tree-dotted villa in the Tuscan hills or a cliff-top home on the glorious Amalfitana Coast.

'In my experience, buyers of Italian property are uniquely passionate about the country,' says John Vaughan, who speaks fluent Italian and whose clients include a number of Italians investing in prime areas of London. 'Most buyers have fallen in love with Italy. They are not buying as a hard-headed property investment or a whim – it's likely they will have holidayed in the country many times, love the lifestyle and now want to spend as much time there as they can.'

Indeed, for buyers who won't settle for anywhere else – the Caribbean may be too far away, while Spain perhaps lacks the elegance and pristine landscape – Professione Casa Prestige offers the cream of Italy's property crop. 'We are part-owned by the Banca Popolare di Verona e Novara and are dedicated to selling exclusive Italian properties to our discerning clients,' says Prestige International's Venice-based Angelo Cinel. 'Our aim is to provide clients with the very best levels of customer service and discretion – in short, to sell the very best property in one of the world's most beautiful countries.'

For further information contact Professione Casa Prestige International London on 00 44 (0)20 7495 4651 or e-mail PrestigeInternationalLondon@primeportfolio.com. Visit www.prestigeinternational.com