



CHIARA FERRAGNI AND 'THE BLONDE SALAD' TEAM: TEAMBUILDING TRIP ON BOARD COSTA TOSCANA

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The Italian digital entrepreneur spent three days with her staff on board Costa Cruises' most innovative and sustainable ship

Genoa, 19 September 2022 - **Chiara Ferragni**, entrepreneur and fashion icon, who has more than 27 million followers on Instagram from around the world, has been a guest of **Costa Toscana, Costa Cruises new ship**, for a team building trip with nine staff members of her company, "The Blonde Salad".

During their three days on board, Chiara and her team had the opportunity to enjoy together some of the unique experiences offered by the most innovative and sustainable ship in Costa's fleet.

The group embarked in **Ibiza** on Thursday, September 15. The afternoon was spent relaxing and discovering the ship, whose design was created together with the most representative "Made in Italy" partners. In the evening, the Blonde Salad team tasted the delicacies of the Archipelago restaurant, which features menus created by three world-famous chefs: **Bruno Barbieri, H el ene Darroze, and  ngel Le n**. The concept and design of the restaurant, which is characterized by an intimate and refined atmosphere, has a valuable feature: part of the furniture has been created with driftwood, wood collected from the beaches and shaped by the sea, which has been recovered thanks to the marine environment protection projects promoted by the **Costa Crociere Foundation**.

Sustainability is, in fact, one of Costa Toscana's distinctive features: the ship is a true traveling 'smart city', capable to be powered by liquefied natural gas, the most advanced technology currently available in the maritime sector to cut emissions.

The next morning, having arrived in **Valencia**, The Blonde Salad team visited the City of Arts and Sciences, with a tour of the futuristic architectural complex that brings together futuristic buildings dedicated to the divulgation of science and art. Upon returning to the ship, the group indulged in some treatments at the **Spa**. Following this, the team enjoyed a sunset aperitif, not before a visit to the **Volare** promenade, Costa Toscana's most spectacular deck, which provides a truly breathtaking viewpoint over the sea.

The last day on board started with a private **Pilates** class in the Costa Toscana gym, strictly sea view.

During the three days on board, Chiara Ferragni shared her Costa Toscana experience on her Instagram profile. Her content has been picked up also by Costa's official channel.

"Costa Cruises is starting in another very unique initiative, in line with our brand's increasingly modern and innovative approach. We are proud and happy to have hosted Chiara Ferragni, one of the most influential Italian personalities in the world, on board Costa Toscana. We are particularly pleased with the original slant of the initiative, an off-site during which Chiara was able to enjoy, together with The Blonde Salad team, the experiences offered by our flagship, on board and ashore: a concentration of exploration, relaxation, taste and fun to prepare for a new season of projects." - said Francesco Muglia, VP Global Marketing at Costa Cruises.

The destinations visited by The Blonde Salad's team with Costa Toscana are part of a one-week Mediterranean itinerary which allows guest to enjoy the sun, sea, and cities of art, extending their summer a little longer. The itinerary features two calls in Spain: **Savona, Civitavecchia/Rome, Naples, Ibiza** (Palma de Mallorca from October 20), **Valencia, Marseille**. Next winter, on the other hand, Costa Toscana will sail to Dubai for the first time, for week-long cruises in the Arab Emirates, Oman and Qatar.

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