



LA DOLCE VITA GUIDE

INSPIRED BY FIAT



LA DOLCE VITA GUIDE

INSPIRED BY FIAT

Created to add a touch of "Italian sweetness" to people's lives



INSPIRED BY THE STREETS OF ITALY, TOPOLINO,
THE ESSENCE OF LA DOLCE VITA.

LA DOLCE VITA TEAM







Ultra low
emission

ULEZ
ZONE

At all times

Gelateria

*Served with a touch
of Dolci Utile*

FIAT

*500e
Gelateria Edition*



LA DOLCE VITA

'LIVING
THE
SWEET
LIFE'

Here at FIAT, we commissioned a study which found that 67% of people in the UK wanted to live a more relaxed and Italian lifestyle. So, we decided that what Brits really need is more of La Dolce Vita in their lives! With 125 years of iconic Italian heritage behind us, we have curated a guide demonstrating how we can all incorporate a bit more Dolce Vita into our lives and bring a taste of Italy to the UK. La Dolce Vita translates to 'the sweet life' and means to enjoy the small things, taking time to appreciate being in the present and generally live life to the fullest.

Whether it's enjoying a meal with loved ones, strolling through the streets of where you call home, taking the time to appreciate new experiences or simply slowing down to enjoy your morning coffee, this philosophy embraces the idea of taking pleasure in all the simple things in life, savouring each moment, and cherishing the relationships that matter most.

Our guide contains over 30 tips and ideas, along with timeless recipes, all collated by experts in the Italian way of life who live here in the UK. Its purpose is to bring joy, colour and La Dolce Vita sparkle into our day to day. It will give you a taste of the unique, vibrant and dazzling aspects of Italian culture that have captivated people around the world for years.

We hope this inspires you to embrace the Italian way of life, to enjoy the simple moments, and hopefully live life with a touch of La Dolce Vita.

La Dolce Vita team,
FIAT UK



CONTENTS

THE TEAM 10

FOOD 12

Gio Renzo Fioraso

COFFEE 18

David Cutler

DESIGN 24

Luca Faloni

PIZZA 30

James and Thom Elliot

STYLE 40

Sofia Lazzari

MIXOLOGY 46

Pietro Rizzo

FIAT 54

Elena V

LA DOLCE VITA TEAM

GIO RENZO FIORASO

Food

Gio Renzo Fioraso was born and raised in Vicenza, Italy. He is a renowned Italian chef and developed his passion for gourmet dishes while growing up around his family's home cooking. After moving to London at the age of 18, Gio trained at the internationally acclaimed cooking school, Le Cordon Bleu, and has worked as a professional chef at an array of esteemed Italian restaurants. Most recently, he flew back to his home country to take tutelage under the multi-award-winning Gualtiero Marchesi, unanimously considered the founder of modern Italian cuisine.

DAVID CUTLER

Coffee

David has been working in the coffee industry for 10 years. He is currently Lavazza's UK Head of Training & Brand Ambassador. As well as integrating Lavazza into the speciality coffee community, he is also responsible for growing the coffee experience programme; bringing his expertise into the world of fine dining, artisan cafes and mixology.

LUCA FALONI

Design

Luca Faloni was born in Turin, northern Italy, and grew up surrounded by a strong culture of artisanal craftsmanship and quality fabrics. Although he initially pursued a different career, his innate appreciation for sartorial detailing and love of his Italian heritage never waned.

JAMES AND THOM ELLIOT

Pizza

James and Thom Elliot founded Pizza Pilgrims in 2011 after embarking on a 'Pizza Pilgrimage' to Italy. They travelled over 4,500km in a Piaggio Ape (Tuk Tuk), stopping off at all of Italy's best pizza destinations. After learning the true art of pizza making, they began selling Neapolitan pizza on Berwick St Market and opened their first permanent restaurant in 2013. They have since expanded to over 20 pizzerias across the UK.

SOFIA LAZZARI

Style

Originally from Venice, Sofia is a London-based fashion stylist and creative director with experience styling for both editorial and commercial clients. Her fashion and lifestyle styling has been featured in leading luxury publications including Vogue, Harper's Bazaar, Elle and Marie Claire.

PIETRO RIZZO

Mixology

Pietro is a globally recognised bartender, consultant and drink designer from Piemonte, Italy, and has been working in hospitality for almost two decades. He moved from Italy to the UK in 2006 to refine his techniques behind the bar, winning several competitions and gaining global recognition. Pietro's last project was the launch of the Aubrey at Mandarin Oriental as a bar director.



For Italians, food is not just about nourishment but a celebration of family and tradition. Mealtimes are an essential part of Italian culture, and the family comes together to enjoy the food and each other's company. It really is hard to overestimate the importance of food in Italian culture.

FOOD

Discussions about how a particular dish should be cooked, or what sauce is acceptable with which pasta shape, or which wine suits your Acqua Pazza, are serious business.

FOOD



ALWAYS COOK YOUR PASTA “AL DENTE”

A little known fact, perfectly cooked ‘al dente’ pasta is healthier as it has less impact on our glycemic index (GI) and lowers our insulin production stimulation. As our digestion slows down, so does the absorption of the glucose contained in the starch. So, don't leave it raw, don't overcook, simply make it ‘al dente’! If the recommended cooking time is 10 minutes, cook the pasta in the water for five minutes and then with the sauce for five minutes.

BUILD YOUR MEALS AROUND WHAT'S IN SEASON

When you're shopping, grab ingredients that are in season. Then plan and prepare your dishes using those ingredients, not the other way round!

TIMING IS EVERYTHING

Don't overcook your food, every recipe has a correct timing, respect it. The simple things in life are not always the easiest when you want to replicate them. It can be hard to recreate as you have to be so precise. When you really want to nail a dish, you have to nail the cooking times.

DON'T CUT CORNERS

Put effort into what you do – even if you are doing a simple pasta, do it properly; a rubbish pasta will take 10 minutes to make, a good pasta will take 12. And whatever you do, don't crack your spaghetti in half.

BE OPEN-MINDED AND LEARN FROM YOUR MISTAKES

Try some recipes that you haven't done before. Don't worry about the result, do it again until you reach the level you want. La Dolce Vita is about learning from your mistakes and learning to be a better person.





TO QUOTE FEDERICO FELLINI,
"LIFE IS A COMBINATION OF
MAGIC AND PASTA".
LA DOLCE VITA CAN BE
FOUND IN SO MANY DAILY
THINGS; REALISING THAT
LIFE IS VERY SHORT, BUT
BEAUTIFUL. OVERTHINKING
IS NOT WORTH IT.

GIO RENZO FIORASO, CHEF



GIO RENZO FIORASO'S RECIPE FOR SPAGHETTI POMODORO E BASILICO

Servings: 4 people / Preparation time: 5 minutes / Cooking time: 10 minutes

INGREDIENTS

320g of dry pasta spaghetti
1 shallot
200g of cherry tomatoes
or one punnet
handful of basil leaves
200g of passata
salt and pepper (to taste)
extra virgin olive oil

METHOD

Add plenty of water to a large pot and bring to the boil. Once the water is rapidly boiling, add a generous amount of salt and the dried spaghetti.

Cook the spaghetti for 6 minutes, or to packet instructions. Make sure your pasta is al dente.

Meanwhile, prepare your sauce. Drizzle a generous amount of olive oil into a pan and bring to a medium high heat.

Finely chop your shallot and add it into the pan with a pinch of salt and pepper. Stir around gently in the oil.

When the shallot becomes translucent, add in your cherry tomatoes, the passata and a few basil leaves.

Cook your sauce on a low to medium heat for the same time the pasta is boiling (approximately 6 minutes) and season with salt and pepper to taste.

Once your pasta is almost cooked, drain the water and add it straight to your sauce.

Combine it all together in your pan and cook for approximately 3 minutes, or until al dente. Always cook your pasta al dente!

After you have let the pasta and sauce combine for a few minutes, dish up your pasta, add a few extra basil leaves and a drizzle of olive oil on top.



Coffee to an Italian is a way of life, a daily ritual and a lifestyle choice. Lavazza prides itself on being a family owned, premium Italian coffee company.

COFFEE

Founded in Turin in 1895 by Luigi Lavazza, the business was initially run from a small grocery store at Via San Tommaso 10. Now the business is run by the third and fourth generations of the Lavazza family. Lavazza invites everyone to savour each cup of coffee as an experience to be shared.

A woman with long, dark, wavy hair is shown in profile, sitting at a dark wooden table in what appears to be a cafe or restaurant. She is wearing a vibrant, fuzzy pink sweater and light-colored pants with a black belt. She is holding a white smartphone in her right hand and looking down at it. The background is softly blurred, showing a window with a view of a city and some festive decorations, possibly a Christmas tree, in the distance. The overall atmosphere is warm and modern.

COFFEE



TAKE TIME TO
ENJOY THE SMALL
MOMENTS IN
LIFE, LIKE THE
EARLY MORNING
SUNLIGHT AS YOU
TAKE THAT FIRST
SIP OF COFFEE.

DAVID CUTLER, LAVAZZA





EMBRACE FRESHNESS

Much like the food tradition where freshness reigns supreme, Lavazza's coffee mastery thrives on this—freshly roasted beans preserve the iconic aroma and flavour of Lavazza coffee. At Lavazza we recommend grinding coffee just before you brew it, to enjoy the ultimate aroma-filled moments even before the first sip.

FINESSE THE BREWING METHOD

Three things are needed to brew great coffee: beans, filtered water and consistency. There are a variety of options to choose from which influence taste, mouthfeel and the final drinking experience. From pour-overs and Moka Pots, to Espresso Machines and French Press, consistency of dose, water quantity and brew time are essential. Experiment and discover which method and recipe ignites your tastebuds.

STORE WELL FOR SUSTAINED FRESHNESS

Storing beans in optimal conditions prolongs their freshness, much like a well-crafted wine cellar maintains the wine's character, ensuring every cup remains a sensory delight. Seal beans in an airtight container, away from light and heat for longer-lasting enjoyment.

ELEVATE YOUR DAILY ROUTINE INTO A COFFEE RITUAL

Italian tradition emphasises ritualistic coffee experiences. Grinding isn't just for flavour, but it offers depth and sensorial immersion. It's a transformative ritual, enhancing the daily routine with a focus and satisfaction that extends beyond caffeine—a quintessential part of Italian coffee culture.

SAVOUR EVERY MOMENT

Savour every coffee moment. Each sip is to be relished and savoured. By embracing the flavours, it's a journey which can translate into a simple daily moment of pure indulgence.



Fashion is hugely important to Italian culture and men who embrace La Dolce Vita as a way of life take pride in dressing with consideration and intention.

DESIGN

Luca Faloni gives gentlemen worldwide access to clothing with superior craftsmanship, made from the highest quality, natural materials, proudly made in Italy.

DESIGN





LA DOLCE VITA EVENING ATTIRE

For a smart casual evening look, a roll neck under a blazer is a great combination that always looks sophisticated and put together whilst feeling effortless. In Italian, a roll neck is called a 'Dolce Vita' so it's the perfect place to start to bring more La Dolce Vita into your wardrobe.

CASUAL YET SMART

Always pair a more casual item with a smarter one to create a modern look. For example, pair jeans with a more elegant shoe. You want your style to feel effortless but still considered, so always be mindful of not going too casual.

LINEN FOR SUMMER

In warmer months, embrace linen in pastel colours such as a blue shirt or sage suit for looks that are classy but not boring.

ROLL UP YOUR SLEEVES

Another summer tip, always wear long sleeves rolled up to the elbow - never a short sleeved shirt.

UNBUTTON YOUR COLLAR

Whatever shirt you are wearing, regardless of the weather or the occasion, always keep at least the top two buttons undone. This is non-negotiable.

PUT DOWN THE TIE

Never wear a tie - they are boring and don't serve any functional purpose to your outfit.





“

ENJOY AND APPRECIATE
THE SIMPLE PLEASURES
WITH THE PEOPLE YOU
LOVE – AND DON'T TAKE
THE REST TOO SERIOUSLY.

LUCA FALONI

”

Pizza - where to start... from how you make it, the ingredients you choose, the base, how it's cooked, to how you eat it. Every pizza experience for every person is different and one that is more often than not a joyous occasion with friends and family.

PIZZA

Whether it's a Margherita or a Pepperoni, the choices are endless and the tastes distinct, with almost everyone bringing their own unique style to the menu. Here's how we think you can perfect your pizza experience...

PIZZA







HOW TO EAT PIZZA

When in Napoli, how you eat your pizza is of the utmost importance. If you are eating pizza on the street the pizza should be folded “portafoglio” style which is Italian for wallet. You fold the pizza in half and then in half again to create a handheld pizza “wallet” for eating on the move.

HAND CRUSHED TOMATO SAUCE

Great pizza sauce from Napoli is all about simplicity and quality. Only use the best San Marzano tomatoes from near Mount Vesuvius. When you make the sauce you should crush the tomatoes by hand as opposed to using a blender. This will create more texture in the sauce and stop the seeds from being blitzed to create a bitter taste.

AUTHENTICITY WITHOUT THE TOOLS

The best way to make authentic Neapolitan pizza at home without a pizza oven is to build your pizza in a frying pan over a high heat and then finish under a very hot grill. This cooks the pizza very quickly, replicating the intense heat of a wood-fired oven.

SOPHISTICATED TASTES

To create more sophisticated pizzas at home, try creating a ‘Bianca’ pizza which is very popular in Napoli. Replace the tomato sauce with an olive oil or ricotta base. This lets the flavour of your chosen toppings take the limelight and opens you up to more interesting combinations.

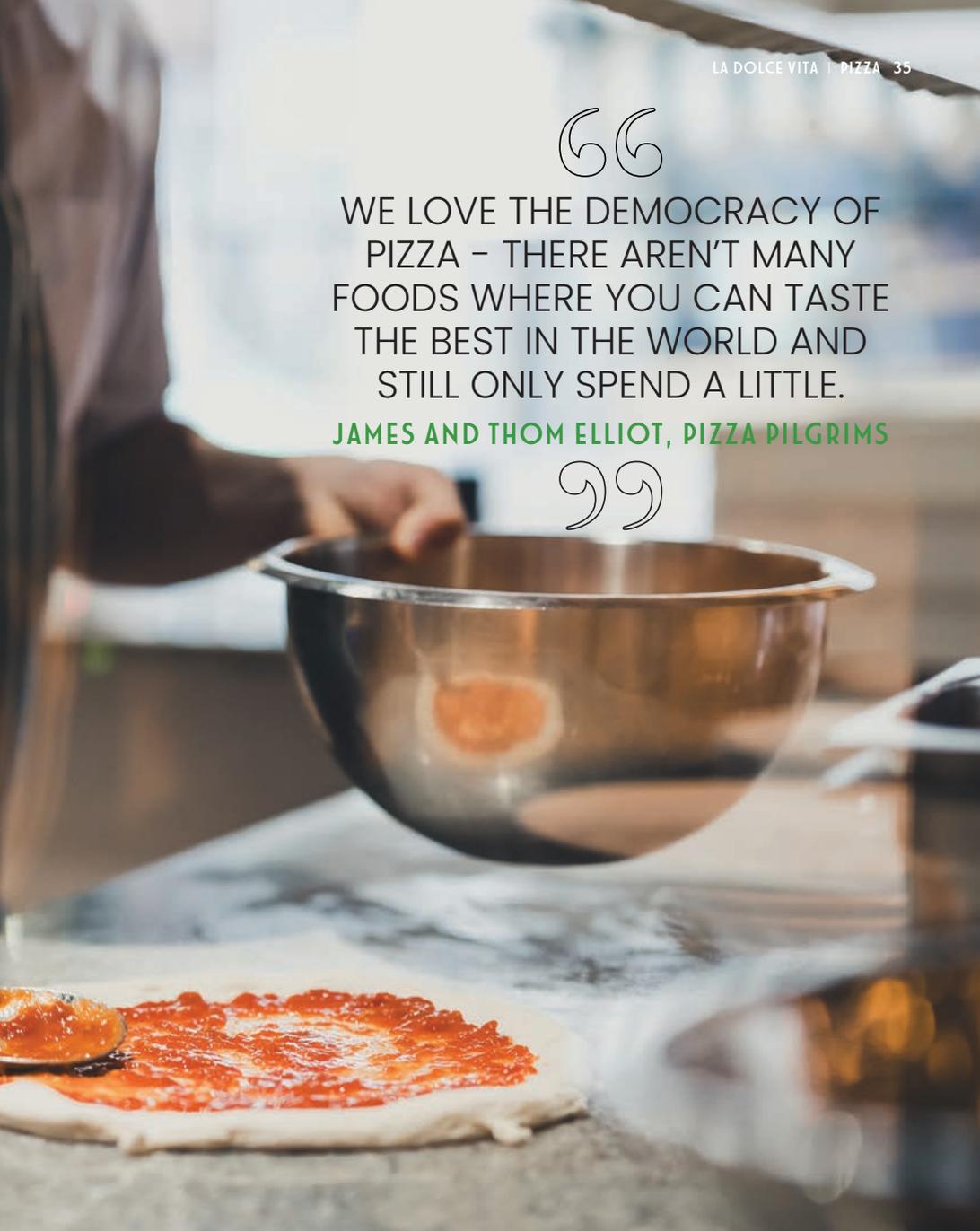


“

WE LOVE THE DEMOCRACY OF
PIZZA – THERE AREN'T MANY
FOODS WHERE YOU CAN TASTE
THE BEST IN THE WORLD AND
STILL ONLY SPEND A LITTLE.

JAMES AND THOM ELLIOT, PIZZA PILGRIMS

”



MAKING NEAPOLITAN PIZZA DOUGH

Tip: Weigh out all your ingredients before you start.

INGREDIENTS

1000g '00' flour (we recommend Caputo 'blue')

2g fresh yeast

620ml tepid water

30g fine sea salt

METHOD

Make a mountain of flour in the middle of the table. Using your fist, make a deep well in the middle of the flour, exposing the surface of the table.

Crumble the yeast into the tepid water. Use your hand to mash up the yeast in the water until it has dissolved. Fill your well of flour with a third of the yeast/water mix. Using your fingertips, start making very small circular motions to combine the flour and water.

Start dragging in some more flour to the mix, by 'undercutting' the walls of the crater with your fingertips. As you do this the mixture in the middle will become thicker. Once it reaches the consistency of porridge you need to add a bit more water. Keep dragging in flour to thicken the mix, then pouring a bit more water in to loosen it until you have all the water used up.

Sprinkle the sea salt over the mixture while it's still wet to ensure it dissolves and disperses evenly throughout the dough. Use both hands to push the remaining flour from the outside into the middle. Fold and press the mix until all the flour is absorbed and a dough comes together.

Work the gluten by kneading the dough. Use the heel of your hand to stretch out the dough and roll it back up, while the other hand acts like an anchor. You'll be able to see the strands of gluten stretching, breaking, being put back together. Continue for 8 minutes until the dough becomes smooth. It should also feel tighter and elastic.

Let the dough have a 10-minute rest to relax the gluten. Cover the dough with a damp cloth or some cling film to keep the air from drying it out. Then divide your bulk of dough into individual portions. We recommend 230g dough balls for 10-inch pizzas. Ensure your dough balls are neatly shaped – pinched at the bottom and tight on the top – then place them in a tray or container 3cm apart. Cover with a tight lid or cling film.

Leave the dough at room temperature for approximately 6 hours until it expands to almost double its size, then store in the fridge overnight. Remove the dough from the fridge for 1–2 hours before making your pizzas.



PIZZA PILGRIMS' RECIPE FOR SALSICCIA E FRIARIELLI

FOR THE SALSICCIA E FRIARIELLI

Servings: 5 pizzas

INGREDIENTS

olive oil, for cooking
6 big fat Italian pork sausages
2 large garlic cloves, finely sliced
a good pinch of chilli flakes
400g fresh or frozen friarielli
(use tenderstem broccoli if you can't find it)
a splash of white wine
salt and freshly ground black pepper

METHOD

Place a deep frying pan on a medium heat and add a glug of olive oil. Add the whole sausages into the pan and fry for about 5 minutes, until they take on some colour.

Add your garlic and chilli flakes and fry for a further 30 seconds, then add your friarielli.

Add the wine and simmer for 10–15 minutes until the wine has cooked off, the friarielli is tender and the sausages are cooked all the way through. Remove from the heat, season to taste and set aside to cool. When cool, remove the sausages and cut into chunks.

FOR THE PIZZA

INGREDIENTS

1 ball of Neapolitan pizza dough
155g salsiccia e friarielli
parmesan, for grating
1 tbsp good-quality olive oil
sliced fresh chilli, to taste
80g smoked mozzarella,
torn or sliced

METHOD

Preheat the grill (broiler) to its absolute highest setting, and place a large, ovenproof frying pan (skillet) over a high heat and let it get screaming hot.

Meanwhile, flatten and stretch the dough ball to make a 10-inch pizza base.

Lay the pizza base flat in the hot, dry frying pan, then spread the salsiccia e friarielli evenly across the base. Grate over some Parmesan, drizzle over a little olive oil and scatter on the fresh chilli slices.

Once the base of the pizza has browned, about 1–2 minutes, add the smoked mozzarella, then place the frying pan under the grill on the highest shelf.

Once the crust has taken on some colour, about 1–2 minutes, your pizza is ready!



Italians exude confidence in fashion. They make bold choices, use colour, shapes and accessories as a way to perfect self expression and finesse that certain 'La Dolce Vita' style.

STYLE

Make the smallest change to your wardrobe, and it can bring a strong statement to your look.

STYLE



“

TRY TO FIND HAPPINESS IN
THE DAY TO DAY; A GOOD
COFFEE, A KIND GESTURE
AND MOST IMPORTANTLY,
A GREAT OUTFIT.

SOFIA LAZZARI

”



ITALIAN TAILORING

Italian style is known for its elegance and sophistication. A must in any Italian's wardrobe is a good tailored suit. This can be dressed up or down but it must fit perfectly.

EMBRACE COLOUR

No matter the season, play with colour. A great way to start wearing more colour is by wearing a monochromatic outfit, but breaking it up by adding colourful accessories.

USE PATTERNS

Some of the biggest Italian designers are known for their amazing, colourful and fun patterns. This is easier than you think. Summer dresses are the perfect way to introduce patterns into your wardrobe, or perhaps a fun shirt under a blazer, or a silk scarf.





SCARVES AND THEIR USE

Italian style is extravagant and unique. Nothing completes an outfit more than a soft silk scarf. This can be worn around your neck, but also tied on your bag, or in your hair. This is a super simple way to make your outfit instantly more interesting.

ACCESSORIES

No matter the weather, take sunglasses with you wherever you go. You never know when you may need them and they can always be used to keep your hair away from your face.

CONFIDENCE

The most important tip is to wear your clothes with confidence. Don't worry about what other people think. Italian style is elegant and sophisticated but also fun, loud and unique, so be yourself and be proud of it.



From the moment a drink hits your lips, each sip becomes a journey, a celebration of flavours that transports the senses to the sun-soaked coastlines of Italy.

MIXOLOGY

In this enchanting realm, where time seems to slow down and every moment is savoured, we have discovered a number of captivating drinks that mirror the spirit of La Dolce Vita. Join us as we explore the artistry, craftsmanship, and passion that intertwine to create the perfect drinks, epitomising the allure of La Dolce Vita.



MIXOLOGY

INDULGE IN THE MOMENT

Create a meaningful connection with the drink itself, the craftsmanship behind it, and the company you are in. Immerse yourself in the present moment, indulging in the flavours, aromas, and cherishing the joy and camaraderie that comes with it. The sense of connection in the socialising world of La Dolce Vita encapsulates the essence of living life to the fullest.

QUALITY OF INGREDIENTS

By selecting premium quality ingredients, we not only enhance the taste of our drinks, but also preserve the rich cultural heritage that is deeply ingrained in Italian spirit producers or bartenders. Still committed to traditional production methods, these brands are often family-run, and secrets or techniques are passed through generations. There are wonderful stories of bartenders over the years who have created legendary recipes like the Negroni cocktail invented for Count Camillo Negroni in 1919.

LESS IS MORE

“The aesthetic of La Dolce Vita” embodies the beauty and elegance associated with the Italian lifestyle. It translates into cocktails that embrace simplicity and style. Just like the Italian approach to food and drink, less is more. The focus is on creating cocktails with simple and sophisticated presentations, without the need for an abundance of ingredients. By using luxury glassware and top-quality products, the emphasis is on letting the flavours shine through, resulting in a truly refined and enjoyable drinking experience.

DRINK IN MODERATION

It is about savouring the drink and being present in the moment, rather than consuming it hastily or excessively.

BUY PREMIUM BEVERAGES

Enjoy quality beverages. Choose drinks made from natural and fresh ingredients and avoid excessive additives or artificial flavours. Individuals can prioritise their physical well-being by consuming beverages that are not only enjoyable but also nourishing.

“

LA DOLCE VITA, A PHRASE SYNONYMOUS WITH THE SWEET LIFE, EMBODIES THE ESSENCE OF INDULGENCE, ELEGANCE, AND SOPHISTICATION.

PIETRO RIZZO

”



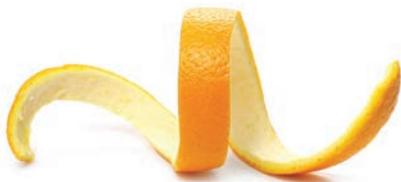
THE LEGENDARY NEGRONI

The Negroni cocktail is a classic Italian drink with a fascinating history. It is believed to have originated in Florence, Italy, in the early 20th century. The cocktail was named after Count Camillo Negroni, who was a regular patron at Caffè Casoni in Florence.

Legend has it that Count Negroni asked the bartender to strengthen his favourite cocktail, the Americano, by replacing the soda water with gin. This created a bolder and more complex drink, which eventually became known as the Negroni.

Traditionally, the Negroni is made with equal parts gin, Campari (a bitter liqueur), and sweet vermouth. It is typically garnished with an orange peel and served over ice.

The combination of these ingredients creates a balanced and vibrant cocktail with a bitter-sweet flavour profile.



NEGRONI SOAVE

For your non-alcoholic twist on the Negroni, you can create a delightful mocktail version that captures the essence of the original cocktail. Here's a suggested recipe:

Ingredients:

25ml NLL Salcombe non-alcoholic Gin
(or any non-alcoholic spirit with botanical
flavours)

25ml non-alcoholic Campari alternative
like Aecorn Bitter or Martini Vibrante

25ml Lyre's Rosso non-alcoholic Vermouth
or any other non-alcoholic Vermouth

orange peel, for garnish

NEGRONI SOAVE PREPARATION

Instructions:

Keep your ingredients refrigerated.

Fill a mixing glass and your cocktail shaker
with ice.

Take your mixing glass, empty the ice, add all
the ingredients, and refill with ice.

Stir gently until well combined and chilled.

Strain the mixture into a rocks glass filled with
ice. (make sure you have discarded water).

Garnish with an orange and lemon peel twist.

Serve and enjoy your refreshing non-alcoholic
Negroni Soave.



GARIBALDI

The Garibaldi cocktail is a classic Italian cocktail that is named after Giuseppe Garibaldi, a prominent Italian military and political figure in the 19th century.

It is a refreshing and vibrant cocktail that combines Campari, an Italian bitter liqueur, with freshly squeezed orange juice. The drink is typically served over ice and garnished with an orange slice.



GARIBALDI 2.0

If you're looking to create a non-alcoholic version of the Garibaldi cocktail with your own twist, here's a recipe you can try:

Ingredients:

50ml non-alcoholic bitter aperitif
(such as Amaro, or similar)

100ml freshly squeezed blood orange juice

5-10ml simple syrup (optional, if you prefer
a sweeter taste)

ice cubes

blood Orange slice, for garnish

GARIBALDI 2.0 PREPARATION

Instructions:

In a cocktail shaker, combine the non-alcoholic bitter aperitif, freshly squeezed orange juice, and simple syrup (if using).

Fill the shaker with ice cubes and shake vigorously for about 15 seconds to chill the ingredients.

Strain the mixture into a glass filled with ice cubes.

Garnish with an orange slice.

Serve and enjoy your refreshing non-alcoholic Garibaldi cocktail!

Remember, feel free to experiment with the recipe changing your non-alcoholic spirit (Amaro or Aperitif) and adjust the ingredients to suit your taste preferences. Cheers to your twisted non-alcoholic Garibaldi cocktail!



There is certainly something to be said for the Italian lifestyle. La Dolce Vita is something that very much inspires the types of all-electric cars we choose to make at FIAT – from our iconic FIAT 500e to the new FIAT 600e and the Topolino.

FIAT

So, whether it's colours, sounds, smells, tastes, people or simply day-to-day activities – La Dolce Vita is about taking a mindful approach to life and finding joy in the small things.

FIAT



ELENA V

FIAT Product Manager

Elena was born and raised in Tuscany in the heart of Italy. Having moved to London in 2020, she began her career with FIAT UK.

Currently in the role of Product Manager, her job is to interpret one of the most iconic small Italian cars, the FIAT 500e, and position it for the UK market, ensuring it stays true to its Italian heritage.

With this in mind, she is the perfect fit to give us five tips to highlight how the essence of La Dolce Vita can be appreciated through the features and the iconic design of the car range.



LIVE COLOUR

Just because the UK weather tends to be grey doesn't mean our mood has to be too. That's why at FIAT we decided to stop producing grey cars - 'no more grey' is our motto. Think La Dolce Vita, live colour!

CIAO BELLA

Italians always greet friends and loved ones with expressions like "Ciao bello." Spread warmth openly, create a positive and friendly atmosphere. Smile! And if you pay attention, you'll notice that the FIAT 500e has been designed to smile back at you... and you will find an even bigger smile on the new FIAT 600e.

TAKE IT EASY

There is no plan. Don't rush. Master the art of going with the flow. While driving, savour each part of the journey. Listen to your favourite playlist. Appreciate your surroundings. And if the sun is shining or if you want to enjoy a sky full of stars... well why not take the roof down for a full Dolce Vita experience?!

MASTER THE ART OF CONVERSATION

Who said long journeys are boring? Italians thrive on face-to-face communication. Dive into meaningful conversations, and truly connect with those travelling with you. And with up to 250 mile range on the new FIAT 600e, there are plenty of locations to cover.

Going from intense Oxford Street traffic to a quiet escape in Oxfordshire has never been more fun.

LAST BUT NOT LEAST

You will soon discover there is a little bit of La Dolce Vita in all of us. Embrace it and share it with passion and love.

LIVE COLOUR





“

BE DOLCE. BE VITA.

LA DOLCE VITA TEAM

”



BE DOLCE. BE VITA.

As you come to the end of this guide, we encourage you to take some La Dolce Vita out into the world with you. While the best place to be more La Dolce Vita is Italy, there's no reason why much of that outlook on life cannot be realised here in the UK, or wherever you call home.

We at FIAT would like to express our thanks to all of the people who have helped in the creation of La Dolce Vita Guide.

Firstly, thank you to all the wonderful experts who helped to complete our La Dolce Vita Team. Gio, David from Lavazza, Luca, James and Thom from Pizza Pilgrims, Sofia and Pietro, your contributions to this guide will help people across the UK sprinkle more La Dolce Vita into their lives and bring a taste of Italy to the UK.

Secondly, thank you to our two very talented photographers, Amy Shore and Robyn Halliday. The imagery in this guide perfectly reflects the colourful messaging of La Dolce Vita and FIAT's iconic heritage. Grazie Mille!

CON AMORE,

LA DOLCE VITA TEAM





**BEHIND EVERY WINDOW IS A GLIMPSE INTO THE SIMPLE
PLEASURES OF THE ITALIAN WAY OF LIFE... LA DOLCE VITA**

Retain me. Share me. Recycle me. Certainly don't throw me away.
This paper stock comes from sustainable sources and is printed with vegetable-based inks.