Diadema’s Diadema rosso

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Born from vision and allure – qualities that have always defined the Giannotti Family’s path – and conceived with the aim of achieving uncompromising, extreme quality by meticulously refining every detail, the *Diadema* project took shape over 20 years ago. It marked the beginning of a collaboration with the prestigious Austrian company Swarovski®, renowned worldwide.

When combined with the Tuscan terroir – just a few steps from Florence and surrounding one of the region’s most enchanting places, Impruneta – tradition, art, and history blend into a tribute to Italian culture and craftsmanship.

Holding this bottle is, in itself, an emotional experience. Each brilliant crystal, hand-set with artisan precision, evokes fascination and invites the discovery of the blend within: Sangiovese, Cabernet Sauvignon, and Syrah grapes,

harmonized to perfection through significant aging in barriques, within the family’s own cellars. These too are nestled in a microcosm of refined Tuscan hospitality, surrounding a Relais where every detail is thoughtfully curated.

The ruby-red hue with garnet reflections opens in a wide tasting glass with a rich aromatic bouquet of fresh wild berries, dried red flowers, and a refreshing hint of lavender. Delicate oriental spices add depth and elegance to the nose.

On the palate, the wine enters full and enveloping, with silky tannins and a long, well-defined finish that reveals the modern complexity of this exceptional wine.

Perfect alongside game or premium meats from the Valdichiana region, it also shines as a meditation wine, recounting a journey through this corner of Tuscany and carrying with it the essence of things beautifully made.

Company profile

Diadema was born in the heart of the Florentine hills, at Villa L’Olmo, a 16th-century estate purchased by the current owner’s family in 1787. Surrounded by vineyards and olive groves, it is the cradle of a project that blends agricultural tradition with creative vision.

In 2004, Alberto Giannotti, drawing on his background in the luxury and fashion industries, founded the Diadema brand: fine wines adorned with Swarovski® crystal labels, soon followed by extra virgin olive oil, Champagne, Gin, and Grappa.

In 2021, *Villa L’Olmo* was launched, a flagship wine aged in the historic Filtrating Gallery of Impruneta – a 19th-century underground quarry offering ideal conditions for bottle aging.

Now distributed in leading international markets and awarded scores up to 97/99, Diadema is today led by Alberto’s

daughters, Giulia and Livia, who continue to express Tuscan identity through style, innovation, and quality.

