

*Giorgio Armani*

*Milan, June 2022*

*Dear all,*

*I apologize for not being able to share in this important moment of growth and comparison with you.*

*This pandemic, that has hit us very hard, has caused us to reflect and adapt, forcing us to slow down and reassess our priorities.*

*My advice to you is not to let this experience go to waste - by no longer going out, travelling and thriving - but rather try to find the key to doing so in a more responsible manner, without frivolously discarding a natural and cultural heritage which we have a duty to protect and enhance.*

*Speaking as UNWTO Ambassador, I am certain that you will be able to take on this challenge in the most appropriate and efficient way while also surprising us with your creativity and passion.*

*I wish you all the best in your endeavours!*

A handwritten signature in black ink, appearing to read 'Giorgio Armani', with a long, sweeping horizontal stroke at the end.