



ACCOMMODATION | ITALY

Checking In: Portrait Roma

BY ALEX WIETESKA • FEBRUARY 23, 2026 • FEBRUARY 27, 2026

16 16 SHARES

Set above the elegant Via Condotti, Portrait Roma is a hotel that reflects a particular vision of Roman luxury — intimate, design-led, and deeply rooted in Italian style. Rather than competing with the grandeur of the city, it works in contrast to it, offering a calm, residential feel in one of Rome's most recognisable neighbourhoods.

With just a small number of suites and studios, the experience is deliberately personal, shaped by thoughtful service, tailored recommendations, and an atmosphere that feels more like a private apartment than a traditional hotel.



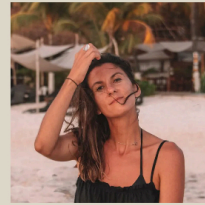
The property draws heavily on the legacy of Salvatore Ferragamo, weaving fashion heritage into its identity without ever feeling like a branded exercise. Interiors balance classic materials with contemporary lines, while the overall philosophy centres on discretion, comfort, and the idea of living well in the city rather than simply visiting it.

Portrait Roma belongs to the Portrait Hotel family, alongside [Portrait Milano](#) and Portrait Firenze — all part of the Lungarno Collection, owned by the Ferragamo family — and is also a member of [The Leading Hotels of the World](#).

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As 2026 marks 20 years of Portrait Roma, I'm taking a closer look at what continues to make this quietly refined address one of the [most distinctive stays in the city](#).



*This Portrait Roma review may contain affiliate links, meaning I might make a small profit if you choose to book at no extra cost to you. This helps me to keep providing you with top-quality content for free. This article is written in collaboration with Portrait Roma. As always, all opinions are my own.

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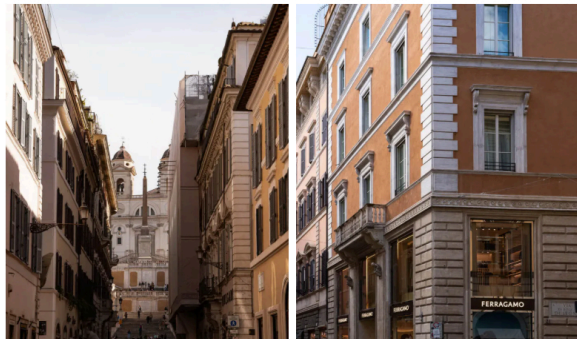
Where: [Via Bocca di Leone 23, Spagna, Roma](#). The hotel sits above Via dei Condotti and two blocks from the Spanish Steps

Rooms: 14 rooms and suites

Amenities: Rooftop Bar

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Location



BETTER?

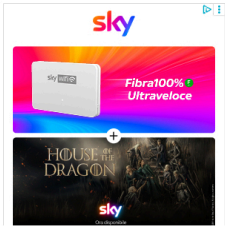
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Portrait Roma's location is one of its greatest advantages. Set right on Via Condotti, in the heart of Rome's historic centre, the hotel's location is centralised yet discreet enough to feel removed from the crowds below.



The hotel occupies the upper floors of a beautiful 19th-century building, directly above Ferragamo's men's store in Rome, which gives it a sense of quiet exclusivity despite being in one of the city's busiest and most elegant shopping streets.

You're just steps from the Spanish Steps, with many of Rome's key sights within easy walking distance — from the Trevi Fountain to Piazza del Popolo — as well as excellent restaurants, cafés, and boutiques on your doorstep.

Yet once upstairs, the atmosphere shifts to something calm and private, making it easy to reset between outings. It's an address that works especially well for anyone who wants to be central and efficient without sacrificing a sense of privacy and understated luxury.

When to Book

Portrait Roma is open year-round and stays consistently in demand thanks to its central location and intimate scale. With a limited number of suites and studios, it feels private and residential rather than busy, even during peak season.



It's a splurge, but one grounded in thoughtful design and understated elegance rather than flash. Because of its size and loyal following, rooms tend to book up quickly — especially in spring, summer, and autumn, during fashion events, and over long weekends.

If you have specific dates in mind, it's best to reserve early. Portrait's flexible rates also mean you can adjust your booking dates, subject to availability, should your plans change.

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Portrait Roma Hotel Review

The Hotel & Its History

Opened in 2006, Portrait Roma was created as a tribute to the world of Salvatore Ferragamo, bringing together Italian style, craftsmanship, and a sense of discreet, highly personalised hospitality.



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The hotel feels more like a private residence than a traditional hotel, with just 14 studios and suites designed to emphasise privacy and intimacy.

The arrival experience sets the tone — guests enter through an understated doorway before moving up to the mezzanine reception, where archival photography and fashion imagery quietly reference the brand's cinematic, craftsmanship heritage and Italy's long relationship with style.

Interiors by architect Michele Bönan blend marble, wood, and tailored textures in a way that feels contemporary yet distinctly Italian, while thoughtful design details and panoramic views reinforce the sense of being in a carefully curated Roman pied-à-terre.

Throughout, service remains central to the concept, with a dedicated team able to arrange bespoke experiences, private shopping, and personalised city itineraries that reflect the hotel's refined, lifestyle-driven approach.

The Rooms and Suites



Portrait Roma keeps its accommodation offering intentionally intimate, with just 14 accommodations in total — a small collection of four studios, several deluxe studios, and a range of larger suites that feel more like refined city apartments than traditional hotel rooms.



Suites start at 46 m², which is notably spacious for Rome, giving guests room to properly settle in rather than simply sleep between outings.

At the top end of the category are the Via Condotti Suite, and the Trinità dei Monti Penthouse Suite — each offering more generous living areas and an added sense of privacy, ideal for longer stays or anyone wanting a true home base in the city.

Some suites also feature private terraces or balconies, while a select few elevate the experience further with extras like a private sauna and dedicated fitness corner.

Across all room types, practical details are handled thoughtfully. Each room includes a minibar and a bar-style kitchenette, equipped with essentials such as a refrigerator, microwave, espresso machine, and dishwasher, making longer stays especially comfortable.

Bathrooms are finished in marble with spacious walk-in showers and polished nickel fixtures, striking a balance between classic elegance and modern comfort. There's no central gym on site, but fitness equipment and weights are arranged in-room, offering a smart solution that fits with the hotel's personalised, residential approach.



The Rooftop



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The rooftop at [Portrait Roma](#) is one of the hotel's quiet highlights, offering sweeping 180-degree views across the city, including one of the most striking perspectives towards the Spanish Steps. It feels elevated in every sense, with Rome's rooftops and domes unfolding around you while the noise of the streets stays far below.



Unlike many rooftop terraces in the city, this one remains private, reserved exclusively for guests and their friends, which keeps the atmosphere calm, low-key, and genuinely exclusive. It's the kind of space that's always available when you need it — equally suited to a daytime coffee, a relaxed, sunset aperitivo, or evening drinks as the city lights come on.

The bar menu focuses on classic snacks and light bites served throughout the day. Drinks cover all the expected classics, alongside a small selection of signature cocktails that add a unique touch.

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Service

Service at Portrait Roma feels genuinely personal and warm without being overly formal, attentive without ever feeling intrusive. From the moment you arrive, there's a sense that you're being welcomed into a family home rather than checking into a hotel, which sets the tone for the entire stay.



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The lifestyle team plays a central role in this experience, offering curated recommendations and handling everything from restaurant reservations and private experiences to last-minute requests and day-to-day planning. Whether you want a perfectly timed aperitivo, a hard-to-book table, or suggestions tailored to your interests, the approach is thoughtful and highly personalised.

What stands out most is the ease of it all. The team is consistently available — ready to answer questions, solve problems, or simply have a friendly conversation — and there's a clear feeling that no request is too much trouble. It's service that really feels intuitive, which is exactly what you want in a hotel of this calibre.

Book your Stay

There are plenty of ways to book a stay at Portrait Roma, but you'll find the best perks and strongest rates when you book directly.

BOOK YOUR STAY



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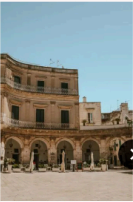
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