



REVIEW

Portrait Roma

A petite yet elegant statement from a storied luxury maker, in the fashionable heart of Rome

🏆 GOLD LIST 2018 🏆 READERS' CHOICE AWARDS 2017, 2018, 2021





AMENITIES

Bar	Gym
Free Wifi	Urban

ROOMS

14

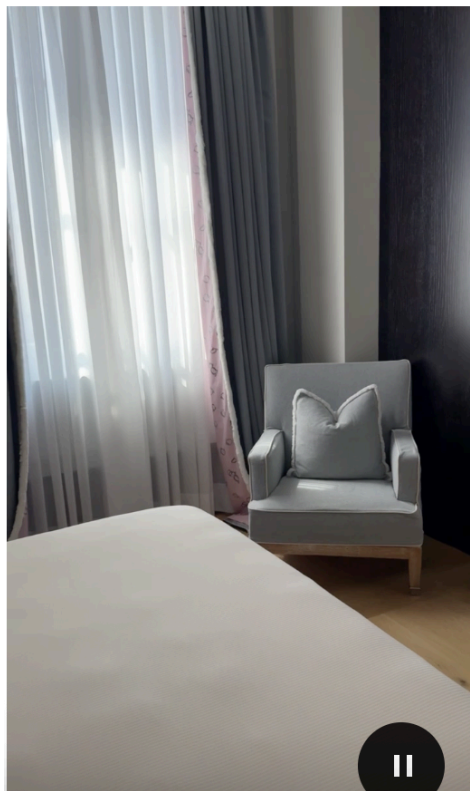
Reviewed by **ARATI MENON**

- **Best for:** Couples and solo travelers who plan to spend their days out enjoying the city's many treasures but want a chic refuge to return to
- **Location:** On Via dei Condotti, one of Rome's most prestigious luxury shopping streets, and right by the Spanish Steps
- **Can't-miss feature:** Aperio on the terrace, when the city is bathed in cinematic light



In a nutshell

The most intimate among the Lungarno Collection, this feels less like a hotel and more like the home of a very wealthy, very tasteful friend. A friend who, as it happens, is a member of the Ferragamo family. The family insignia is everywhere, though always elegantly displayed: vintage shoe molds, hand-drawn designs, and photographs of celebrity muses line the corridors and staircases. The effect is unmistakably that of a private home, and the service follows suit. The friendly staff are an important part of the experience, but otherwise you're largely left to your own devices, free to come and go as you please in private.





Rooms

There are 14 rooms here, each styled a little differently from the next, but all chic and understated: modern carpets, sleek furniture, and large black-and-white prints of Salvatore Ferragamo and his favorite muses. It's the kind of luxury that says wealthy without needing to shout it.

I stayed in the indulgently sized and very beautiful Via Condotti Suite, designed like a one-bedroom apartment with everything you'd need to live in, and then some. The bathroom is dreamy—all Carrara marble, of course; this is Italy. All told, there are five rooms: a bedroom and living room, plus a changing room and a very large walk-in closet. In the foyer, a giant set of wooden doors reveals a surprise: not just hidden snack drawers and a fridge, but an entire kitchenette complete with a cooking range. Of course, there's a spritz waiting for you on arrival, as well as a nonalcoholic lemon-ginger cooler. The fridge is stocked with limoncello and wine and come time for turndown, you'll find mints, mini chocolates, and hand cream placed by the bed, along with sleepy-time teas.

You wouldn't go wrong with getting any room here, but if you really want to splash out, go for the Trinità dei Monti Penthouse Suite, which comes with a private terrace, tiny gym, and sauna.



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Food and drink

There isn't a full-service restaurant here, so breakfast is the main meal, served on the rooftop, either indoors or out on the terrace. Expect fresh vegetables and fruit juices, cheeses, cereals, and pastries, all beautifully laid out. Fashion, art, and functionality coexist effortlessly: books on Enzo Mari and Ettore Sottsass are interspersed with racks of Wilden tea and trays of olive oils and condiments, while utensils share space with museum-worthy art prints. And the service is notably warm and personable. When we visited, Anna, a young student from New York spending a gap year working here, had turned both the staff and guests into fans, prompting an impromptu and emotional farewell when it was time for her to leave.

Amenities and experiences

Don't expect the accoutrements of a hotel—this is more like a home with luxury-hotel trappings. So while there isn't a gym, there are mats and weights in your room (so elegantly designed that you're not entirely sure what to do with them). And while there isn't a full-fledged restaurant, the concierge is more than happy to procure a meal from your favorite restaurant and serve it to you on the terrace. The lifestyle team also offers a roster of tailor-made itineraries designed to help you discover the Eternal City and its many hidden secrets. Go shopping with a personal stylist, or opt for a food-shopping trip to Campo de' Fiori followed by a cooking class. I went on a late-night Vespa ride, Lizzie McGuire-style, with a host named Roberto, who was funny, flirty, and an incredible font of knowledge.



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The backstory

The hotel is owned by Ferragamo family's Lungarno Collection with outposts in Florence and Milan. The Ferragamo family began their hospitality venture by acquiring the Hotel Lungarno in Florence in 1995 but only launched the Portrait collection in 2012. Portrait Roma, the intimate flagship of the Portrait Collection, opened in 2006. While there is a deep respect for heritage that runs through their properties, the connection isn't overwrought or explicit. Instead, they focus on an ingrained sense of warm, personalized hospitality delivered in a setting that's contemporary and chic.



Insider tip

Spend as much time as you can on the rooftop, with its comfortable nooks and postcard-worthy views over Rome's terracotta roofs and the Spanish Steps—as well as a fireplace for winter months. Protect your nibbles from Giuseppe, the resident seagull, who was particularly interested in my anchovies on toast. The breakfast room is a lovely spot to spend time browsing one of the many tomes on fashion and style.

- **Family friendly:** Yes, but more suitable to older kids
- **Accessibility:** Because it is a small, historic townhouse, fully accessible or ADA-compliant room inventory is extremely limited—check with staff when booking.
- **Wellness:** No
- **Loyalty group:** None

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