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Ferragamo presents its portrait luxury hotels

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Italy's urban metropolises in a very refined way.



The Piazza of the Portrait Hotel in the heart of Milan.

The Lungarno Collection, owned by the Ferragamo family, is a hotel company that reflects the family's DNA through a strong sense of style, innovation and quality... whose hotel atmosphere exudes an appreciation for true craftsmanship, the intimacy of a home where personal spaces are created and impeccable service.

Portrait embodies this uniqueness and offers a hospitality that breaks away from stereotypes and standards, placing the guest in direct contact with the city at the best locations.



*Valeriano Antonioli, CEO
Lungarno Collection*

The CEO of Lungarno Collection Hotels is the Italian **Valeriano Antonioli**. The hotel professional, who hails from Bormio near the Swiss border, has been with the prestigious Ferragamo hotel chain since October 2010. The Lungarno brand has evolved with the creation of the Portrait Hotels, offering personalized stays – a home away from home.

The lifestyle team, whose meticulous service is tailored to the guest, their needs and preferences, takes care of the bespoke experiences with personal tips to experience the city in which one is staying as authentically as possible.

Portrait's three hotels are members of Leading Hotels of the World, located near the main attractions and most prestigious shopping streets of their respective cities: in front of the Piazza di Spagna, in the heart of the Via Condotti fashion district in Rome; next to the Ponte Vecchio, overlooking the Arno in Florence, just a stone's throw from the boutiques of Via Tornabuoni; in a monument – the former Archbishop's Seminary at Corso Venezia 11 – in the center of Milan.

Portrait Milan

Portrait is the flagship of the Lungarno Collection, following Rome and Florence. In 2022, Portrait Milano opened not just as a hotel, but as a true destination in the heart of Milan.

In the atmospheric building of the former archiepiscopal seminary, which has been carefully restored, 73 rooms and suites radiate the tailor-made hospitality of Portrait.

At the heart of this magnificent building lies the Piazza del Quadrilatero, spanning over 2,800 square meters. Opening towards the city, it creates a new promenade connecting Corso Venezia with Via Sant'Andrea, one of the fashion district's main thoroughfares. The elegant 17th-century colonnade is complemented by the restaurants 10_11 and Beefbar, as well as the boutiques Antonia Milano and SO-LE Studio.



Reception of the Portrait Milan.

Portrait Florence

Hospitality is an art, and Portrait Firenze in Florence has turned it into a masterpiece. Through a new concept of bespoke tourism, Portrait has transformed standardized luxury into spontaneous personalization.

At an iconic yet intimate address off the street in the heart of Florence overlooking the Arno: a hotel built around a city, a suite arranged around the guest, and experiences tailored to individual lifestyles.

This all-suite hotel in Florence transcends the typical luxury hotel experience, offering discerning travelers an exclusive stay. It is located just steps from the Palazzo Vecchio and the Piazza della Signoria. The sophisticated rooms and suites were designed by Florentine architect Michele Bönan.

Portrait Roma

Portrait Roma is a magnificent townhouse and a stylish retreat offering the service of a 5-star hotel, featuring 14 luxury suites at Rome's most exclusive address on Via Condotti. The luxury and allure of the Dolce Vita, combined with the undivided attention of the lifestyle team, make a stay here in Rome a truly special experience.

Located in the heart of the Eternal City's fashion district, the hotel is just a short walk from the Spanish Steps. This unique property offers a different style of hospitality, intimacy, and privacy.

Salvatore Ferragamo's passion lives on in the splendor, with luxurious accommodations including the unique Trinità dei Monti penthouse, featuring an exclusive terrace from which to admire the iconic monument. The rooftop lounge offers breathtaking views of the city, providing the perfect setting to experience Roman hospitality at its finest. (77)