

# Portrait *Roma*

With just fourteen suites, one extraordinary rooftop and Rome at the door, The EDIT discovers a hotel that understands the luxury of living inside a city rather than simply visiting it

There are hotels that place you close to a city, and then there are hotels that somehow allow you to slip inside its rhythm. Step outside and you are immediately on Via Condotti, Rome's polished artery of Italian luxury, with the Spanish Steps moments away and the ochre, terracotta and cream of the historic centre unfolding in every direction. Gucci, Valentino, Bulgari and Ferragamo sit among the grand façades. Vespas thread through impossibly narrow streets. Espresso cups meet saucers behind café windows, church bells interrupt the afternoon, and Rome performs that peculiar trick of making an ordinary walk feel cinematic.

Then you return upstairs, and everything changes. Portrait Roma is remarkably small. There are only fourteen suites, and that scale is fundamental to understanding the hotel. There is no cavernous lobby to cross, no procession of public spaces and very little of the choreography that usually announces a five star hotel. Instead, Portrait feels closer to being handed the keys to an exceptionally elegant Roman residence, albeit one with a team quietly arranging the city around you.



Photos courtesy of Portrait Hotels





Photos courtesy of Portrait Hotels

That distinction became increasingly important during my stay. Rome can be overwhelming in the best possible way. It is noisy, theatrical, crowded and visually relentless. Returning to Portrait offered an immediate counterpoint. The energy of Via Condotti remained just below, yet upstairs there was a feeling of privacy that seemed almost improbable considering the location.

#### FERRAGAMO, BEYOND THE SHOES

The fashion connection here is much deeper than proximity to Via Condotti. Portrait belongs to Lungarno Collection, the Italian hospitality

company created by the Ferragamo family in Florence. The group's origins lie beside the Arno, where Hotel Lungarno became the heart of a collection that now includes hotels, apartments and restaurants across Florence, Rome and Milan.

Hospitality, however, was present in the Ferragamo story long before the hotel group existed. Salvatore Ferragamo welcomed international guests at Palazzo Spini Feroni in Florence, the historic palace that became the headquarters of his company. Lungarno Collection describes the values inherited from the family as Italianità, style, coherence and

consistency, with craftsmanship and attention to detail running through the properties. That lineage makes sense once inside Portrait Roma. Fashion is present, but the hotel does not feel like a fashion branded hotel. That is an important difference.

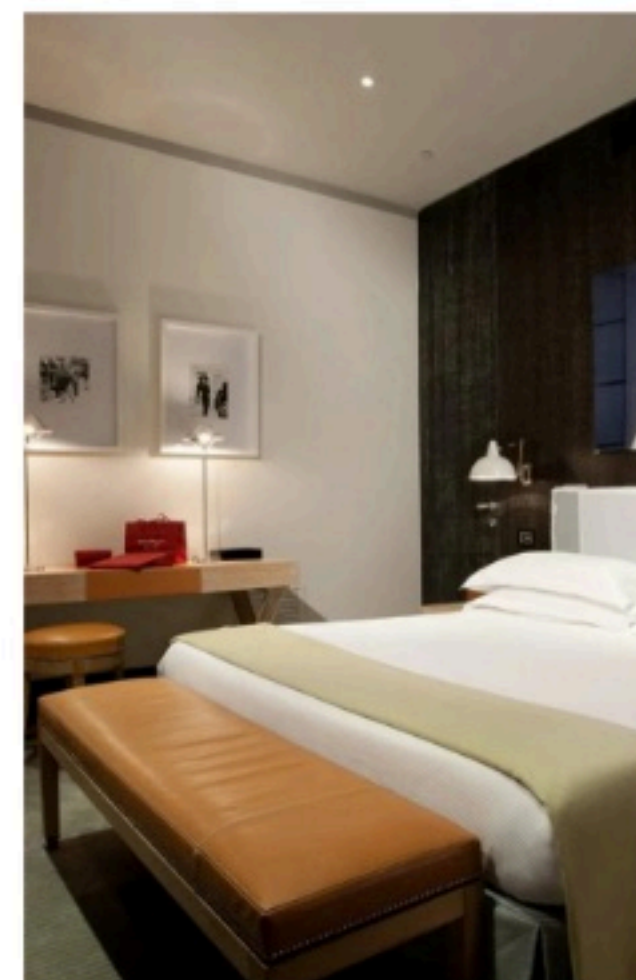
There are authentic Salvatore Ferragamo sketches, photography and references to the actresses and glamour of an earlier Rome, while silk, leather, marble and warm woods bring a tactile richness to the interiors. Architect and designer Michele Bönan conceived the property with inspiration drawn from Ferragamo's world, but there are no logos shouting for attention and no sense that you are sleeping inside a luxury boutique. The connection is expressed through material, proportion and detail.

It feels considerably more sophisticated because of it.

#### A DIFFERENT KIND OF HOTEL ROOM

The fourteen accommodations are better understood as studios and suites than conventional hotel rooms. Even the terminology reinforces Portrait's residential idea, with categories ranging from the Portrait Studio and Studio Deluxe to the Junior Suite, Executive Studio, Timeless Suite and Via Condotti Suite. Several configurations have terraces, and the property can combine accommodations for families through its Portrait Family Accommodation options.

At the top of the collection sits the Penthouse Trinità dei Monti, where the private residence concept reaches its most extravagant expression. The penthouse includes its own terrace overlooking Trinità dei Monti as well as a fitness corner and sauna. For families requiring considerably more space, the Portrait Penthouse Family Accommodation brings together two



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bedrooms and two terraces with views towards Via Condotti and Trinità dei Monti. There is also the possibility of taking the Portrait Penthouse Floor, pushing the experience even closer to having a private Roman home.

Throughout the property, discreet kitchenettes add to that residential feeling. They might sound like a small detail, but they change the psychology of a longer stay. There is something liberating about not having every coffee, snack or late evening moment mediated through a restaurant or room service order. Living areas offer somewhere to actually settle. Terraces, where available, pull Rome into the room.

The materials do much of the remaining work. Warm timber sits beside marble, leather and textiles. The palette allows the architecture and objects to breathe. Photographs and Ferragamo references provide glimpses of twentieth century



Photos courtesy of Portrait Hotels

Italian glamour without allowing nostalgia to overwhelm the present.

This is not Rome interpreted through chandeliers, brocade and theatrical quantities of gold. Portrait's Rome is cleaner and more contemporary, yet still unmistakably Italian.

#### BREAKFAST ABOVE ROME

There is no conventional hotel restaurant at Portrait Roma, something that initially sounds surprising for a property at this level. In practice, I never felt its absence. The rooftop terrace is one of the reasons why.

In the morning, breakfast takes place above the rooftops of Rome. It is difficult to imagine a more persuasive argument for lingering over another coffee. The city stretches around you in layers of domes, terraces, stone, church towers and the warm irregularity of Roman rooftops. Trinità dei

Monti rises nearby. As the light changes, so does the city.

Rome is particularly beautiful from above because its monumental scale begins to soften. From street level, the city constantly competes for attention. From the Portrait terrace, it becomes a landscape.

Breakfast here feels intimate rather than performative. Coffee arrives, plates gather on the table and the morning begins without the noise of a vast buffet room. Later, the same rooftop becomes the hotel's Honour Bar, somewhere to return for an aperitivo or a drink as the colour drains from the sky and the city begins to illuminate below.

For a hotel without the sprawling facilities of a resort or grand palace, this terrace becomes its communal heart. More importantly, it provides something far more valuable in Rome: perspective.

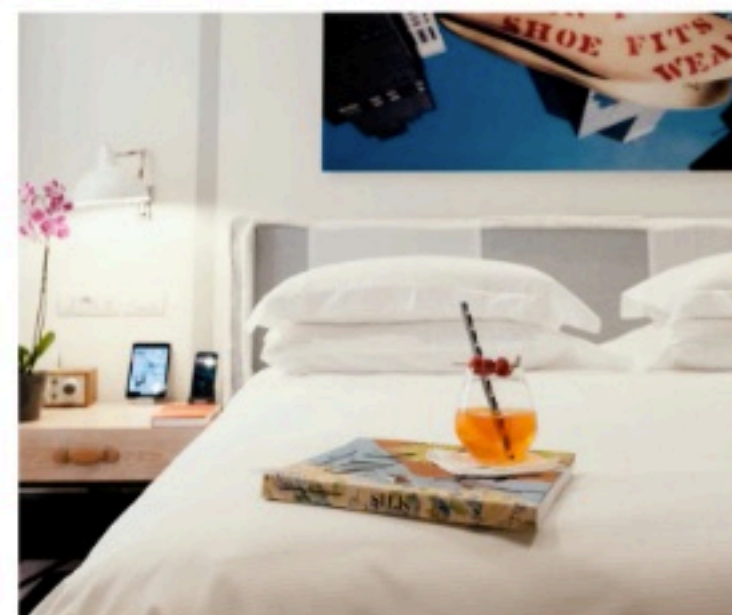
#### THE CITY AS THE AMENITY

Portrait Roma makes much more sense when you stop assessing it according to the usual luxury hotel checklist. There is no swimming pool. There is no vast spa. There is no collection of restaurants to work through during a three night stay. Anyone looking for a self contained urban resort may find more appropriate addresses elsewhere in Rome.

But that would also miss the point. The hotel's greatest amenity is Rome itself. From Via Condotti, the Spanish Steps and Piazza di Spagna are virtually outside the door. The historic centre is made for wandering from here, particularly early in the morning before the streets fill or later in the evening when the day's heat begins to loosen its grip. Rome becomes remarkably accessible when you are already standing inside one of its most desirable neighbourhoods.

Portrait calls its concierge concept the Lifestyle Team, and the name suits the philosophy better than it perhaps should. Their role extends beyond securing a reservation or arranging a car. The idea is to help guests inhabit the city according to their interests, whether that means fashion, food, art, architecture or simply finding somewhere wonderful away from the most obvious tourist routes.

This is where the small scale of the hotel begins to pay dividends. Service can feel personal because there simply are not hundreds of guests moving through the building. Faces become familiar. Preferences can be remembered. The



Photos courtesy of Portrait Hotels

relationship feels closer to that of a private residence than a large international hotel. Luxury here is access, location and attention.

### THREE PORTRAITS OF ITALY

Rome is also only one part of the story. Portrait began on Via Condotti before the concept expanded to Florence and Milan, and today the three hotels form a particularly interesting way of travelling through Italy. They share Ferragamo family ownership and a philosophy of personalised hospitality, but each responds differently to its city.

Portrait Firenze sits beside the Arno, close to Ponte Vecchio, placing guests within the Renaissance heart of Florence. The broader Lungarno Collection has its deepest roots in the city, with Hotel Lungarno, Gallery Hotel Art, Lungarno Apartments and Palazzo Ottaviani joining Portrait Firenze within the group's Florentine portfolio.

Milan offers an entirely different interpretation. Portrait Milano occupies a restored sixteenth century former seminary in the Quadrilatero della Moda, steps from Via Montenapoleone. It is

dramatically larger than its Roman sibling, with a great colonnaded courtyard known as Piazza del Quadrilatero, restaurants, bars and The Longevity Spa. In 2026 it was named number 39 in The World's 50 Best Hotels.

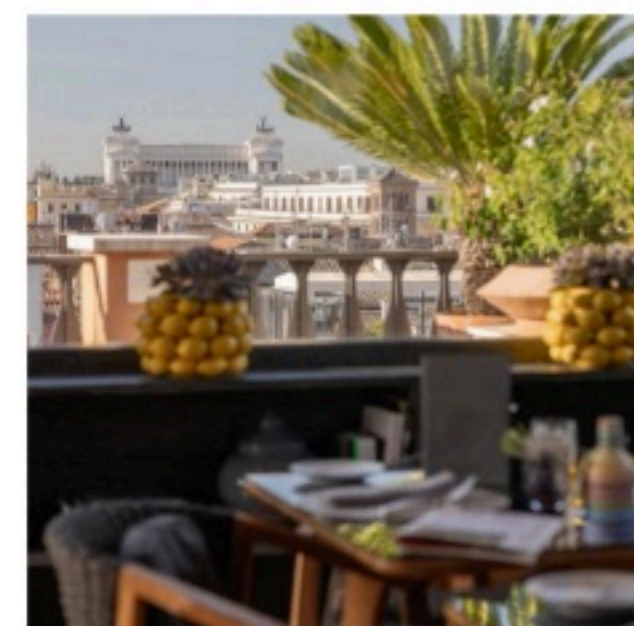
Rome remains the most intimate of the three. That feels appropriate. For all its monuments and spectacle, Rome's greatest pleasures often happen on a much smaller scale. A table on a side street. A doorway glimpsed while walking. A perfect plate of pasta. The sound of someone practising piano through an open window. A rooftop discovered above one of the city's busiest shopping streets.

Portrait Roma understands this version of the city.

### THE DETAILS THAT MATTER

There is an ease to the hotel that becomes clearer the longer you stay. Nothing about Portrait Roma seems designed around spectacle for its own sake. Instead, the experience accumulates through smaller details: having enough space to properly unpack, returning to somewhere that feels residential after hours walking through Rome, the kitchenette waiting when you want something without ceremony, the textures of leather and wood, the rooftop at breakfast, the almost absurd convenience of stepping outside directly onto Via Condotti.

The Ferragamo heritage becomes particularly meaningful in this context. Salvatore Ferragamo built his reputation by understanding that beauty and function were not opposing ideas. His shoes were objects of design, but they were also made to be worn. Portrait Roma seems to inherit something of that philosophy. The hotel is beautiful, certainly, but its success lies in how comfortably it allows itself to be lived in. That may sound simple. At this end of the hotel market, it is surprisingly rare.



Photos courtesy of Portrait Hotels

### THE EDIT REVIEW

Portrait Roma is not the Roman hotel for someone seeking acres of facilities, multiple restaurants and a lobby designed to announce precisely how much everything cost. Its fourteen suites create something far more private. This is the hotel for travellers who want Rome outside their front door.

Its position above Via Condotti is exceptional, but location alone does not explain why the experience works. The intimacy of the building, the residential proportions, the Lifestyle Team and that glorious rooftop combine to create the sensation of borrowing an extremely stylish Roman address for a few days.

Perhaps our strongest memory is not of a single grand gesture at all. It is of the transitions. Leaving the calm of the hotel and immediately finding ourselves in the beautiful chaos of Rome. Returning from crowded streets to the privacy upstairs. Sitting above the city in the morning while Rome slowly gathered momentum below.

There are hotels with bigger spas, more restaurants and considerably more rooms. Portrait Roma offers something harder to manufacture: the feeling, however temporary, that Rome is yours to live in.



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