

R E A L E S T A T E & H O U S E

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HOLM DEVELOPMENTS

PORTRAIT MILANO

Secrets of a Historic Seminary in the Heart of the Fashion District



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① A restored 17th-century seminary by Michele De Lucchi, now a Milan landmark where Baroque elegance meets modern style in the heart of the Fashion District

③ The Longevity Spa offers a tranquil escape from the Fashion District's energy, blending wellness with the hotel's refined atmosphere

② Second-floor suites open onto a private loggia above the colonnade — a secluded retreat for morning coffee or evening aperitifs

④ The Lifestyle Team lounge replaces the traditional reception, where specialists curate personal Milan experiences — from secret vintage shops to meetings with stylists

The hotel occupies a former seventeenth-century Archbishop's Seminary at the intersection of two Milanese thoroughfares: Via Sant'Andrea 10 and Corso Venezia 11. These addresses inspired the name of the hotel's main restaurant, 10_11, which has become a magnet for Fashion District regulars. The restoration of the historic building was overseen by architect Michele De Lucchi's studio, preserving the spirit of Lombard Baroque with its magnificent colonnade in the inner courtyard.

Books appear everywhere. A collection of three thousand volumes on art, fashion, architecture and design was assembled specifically for Portrait Milano. Rare editions fill not only the public spaces but each guest room, the lifts and even the colonnade loggia. The restaurant lobby showcases historic black-and-white photographs featuring Salvatore Ferragamo and clients including Audrey Hepburn.

Breakfast at 10_11 includes coffee with a unique Lavazza blend, brewed in the stylish Pulcina moka pot created by Michele De Lucchi for Alessi, served with zabaione cream and sea-

sonal pastries. In the heart of the Quadrilatero, 10_11 blends bar, garden, restaurant and colonnade. The name represents a meeting point between two souls of the city: Via Sant'Andrea 10 (intimate and exclusive) and Corso Venezia 11 (open and projected into Milan's heart).

Instead of a conventional reception desk, guests encounter the Lifestyle Team lounge, where specialists arrange meetings with stylists, guide you through secret vintage shops, organise archive studio visits or suggest jogging routes. Every guest receives the Milano Fashion District Guide and Weekly Tips, a newspaper featuring exhibitions, concerts and events, delivered with breakfast.

Second-floor rooms open onto a spacious loggia above the colonnade — perfect for morning coffee or an aperitif. The minibar contains an aperitif kit with recipes, including the Turin version, as Turin is the birthplace of vermouth. The 10_11 bar operates from seven in the morning until one at night. Winter brings festive cocktails inspired by Italian traditions: 'Oh Bej! Oh Bej!' celebrates Sant'Ambrogio with Fer-

net Branca and mustard fruit preserve, whilst 'Pomaria' honours Val di Non's apple festivals. As midnight approaches, all bar guests receive traditional spaghetti aglio, olio e peperoncino — a ritual that brings everyone together at one table in an atmosphere of Italian hospitality.

Rumore, a fashionable bar with a stage and disco ball, combines decadent American styling with Italian cabaret spirit. The name pays tribute to singer Raffaella Carrà and her song 'Rumore'. It boasts Milan's most extensive champagne-by-the-glass list.

The Longevity Spa offers respite from the Fashion District's bustle, whilst the hotel's prime location places guests steps from La Scala and the city's finest boutiques.

In two years, Portrait Milano has injected fresh energy into the Fashion District's nightlife — a blend of elegance, intellectuality and relaxation that has attracted fashion enthusiasts, for whom the hotel has become a favourite gathering place.

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