

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

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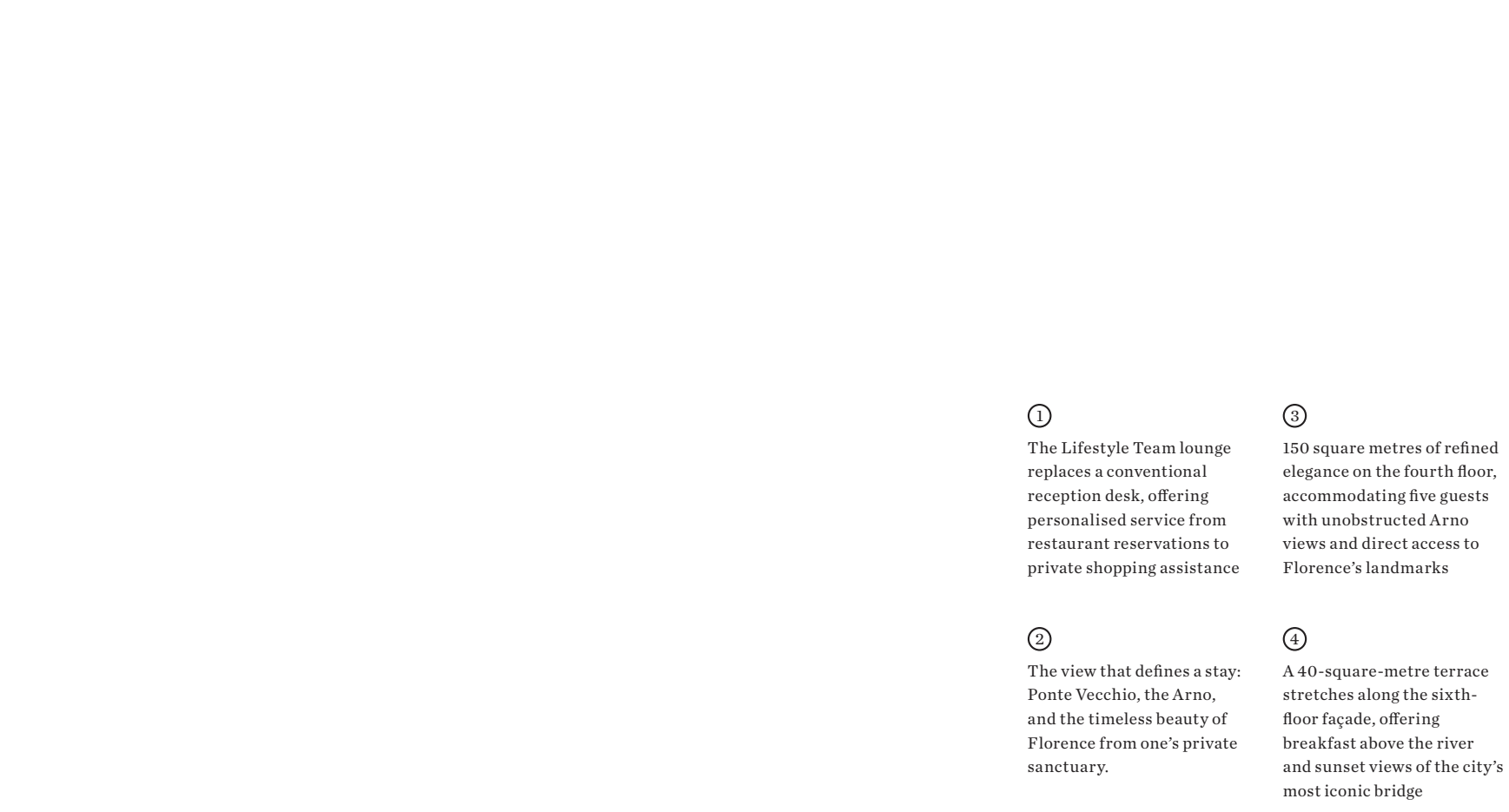


SERGEY AVAYAN

HOLM DEVELOPMENTS

PORTRAIT FIRENZE

Where the Ferragamo Family Preserves the Soul of Florence



① The Lifestyle Team lounge replaces a conventional reception desk, offering personalised service from restaurant reservations to private shopping assistance

③ 150 square metres of refined elegance on the fourth floor, accommodating five guests with unobstructed Arno views and direct access to Florence's landmarks

② The view that defines a stay: Ponte Vecchio, the Arno, and the timeless beauty of Florence from one's private sanctuary.

④ A 40-square-metre terrace stretches along the sixth-floor façade, offering breakfast above the river and sunset views of the city's most iconic bridge



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The Arno embankment. Ponte Vecchio bridge two steps from the entrance. The restaurant terrace beneath the hotel walls opens directly onto the river, and breakfast here means sitting face to face with the city's main landmark. Portrait Firenze is a hotel created by the Ferragamo family as an extension of their hospitality philosophy. Leonardo Ferragamo, President of Lungarno Collection, infused the project with what his family has always been renowned for: an international style with deeply Italian roots. There is no conventional reception desk here. Instead of a counter, there's the Lifestyle Team lounge, where specialists handle any request: from restaurant reservations to organising garden tours of Florence or arranging a personal stylist for shopping. Every guest receives tickets

to the Salvatore Ferragamo Museum, housed in Palazzo Spini Feroni. The Weekly Tips newspaper arrives with breakfast, featuring stories about exhibitions, concerts, local brands and city events. In 2024, the hotel celebrated its tenth anniversary. During this time, Caffè dell'Oro restaurant earned the prestigious Tre Tavole distinction among Italy's finest bistros according to the Gambero Rosso guide for 2025. The restaurant's name evokes Florence's jewellery-making traditions and recalls the Via dell'Oro, where goldsmiths' quarters once flourished. Since the fourteenth century, this district has been celebrated as a centre of refined jewellery craftsmanship, drawing visitors to the workshops of goldsmiths and silk merchants through to the early nineteenth century. From 2025, Chef Luca Armellino has taken command of the kitchen, bringing

extensive international experience garnered through work with René Redzepi and Francesco Apreda. His philosophy rests upon a profound respect for place, ingredients and the guests for whom he cooks. His dishes are intelligible and distinctive, resonating with traditional Italian flavours and aromas whilst drawing upon the finest local produce. Simultaneously, they reveal techniques refined throughout an international career. The resulting cuisine is sensory, lucid and consistent — one that reflects local character through a contemporary lens and the expertise acquired beyond Italy's borders. The restaurant terrace has become a cherished locale for breakfast: guests settle upon sofas or tables overlooking Ponte Vecchio and immerse themselves in the city's living beauty. The luxurious Ponte Vecchio Suite on the sixth floor encompasses more than one hundred and twenty



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square metres with accommodation for up to four guests, commanding a magnificent terrace stretching the full width of the façade at forty square metres. This exceptional vantage point positions guests above the Arno, enabling them to share their adoration of Florence with family and companions. Breakfast upon the terrace with fine porcelain cup in hand allows one to admire the interplay of sunlight upon the river's silken ribbon, whilst distant operatic refrains drift through the air. At sunset, watercolour hues suffuse the bridges, and the extraordinary sensation of hovering above the throngs of tourists whilst remaining so intimate with the city's celebrated monuments permits an almost tangible connection to the enchantment of this beguiling city. The suite comprises two bedrooms appointed with marble bathrooms, two dressing rooms, and a central living area encompassing a dining zone

and a more intimate lounge adjoining the principal reception room.

The Salvatore Ferragamo Museum, housed in Palazzo Spini Feroni, presents an exhibition titled "*Salvatore Ferragamo 1898–1960*" through the coming year, devoted to the most significant moments in the master craftsman's life and the house's history. Particularly compelling is the gallery devoted to footwear created for Grace Kelly, Marilyn Monroe, Audrey Hepburn, Wallis Simpson, Eva Perón and Red Cross nurses. Portrait Firenze may arrange for guests a guided tour of this exhibition.

Each room contains a Nespresso machine, kettle, minibar stocked with culinary delicacies and beverages, Dyson hairdryer, and Bianco di Carrara by Ferragamo bath amenities. Yoga mats and electric bicycles are available upon request, as is unpacking assistance. Round-the-clock WhatsApp contact

connects guests with the Lifestyle team. Beauty treatments and fitness sessions may be arranged in-room.

Portrait Firenze offers bespoke programmes extending beyond conventional hospitality: helicopter flights over Chianti vineyards, hot air ballooning above Tuscany, visits to the Uffizi Gallery during closed hours, and intimate dinners at historic locations — whether upon a tower in San Gimignano commanding spectacular vistas or at a Chianti estate beneath fireworks.

The hotel dissolves the boundary between travel and life. One does not merely pass through here. Rather, one dwells as though Florence had always constituted home.

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