

NEWS, TRAVEL | October 31, 2025

Portrait Roma: A Ferragamo-Owned Jewel in the Heart of Rome



By Laura Schreffler



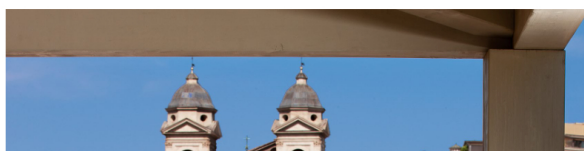
Photo Credit: Lungarno Collection

When the **Ferragamo family** turned its legendary craftsmanship from couture to hospitality, it redefined Italian luxury. That vision took shape first in **Portrait Roma**, the intimate flagship of the Portrait Collection, which opened in 2006 as a love letter to the Eternal City. More private townhouse than hotel, this 14-suite property embodies the same blend of artistry, innovation, and timeless elegance that has long defined the Ferragamo name.



Photo Credit: Lungarno Collection

The location couldn't be more fitting: directly above the **Salvatore Ferragamo Men's Store** on Via Condotti, at the epicenter of Roman style. From here, the Spanish Steps spill into view, Trinità dei Monti crowns the skyline, and Rome itself seems to unfold as a cinematic backdrop. For fashion devotees, it feels almost mythical—staying quite literally in the Ferragamo family's Roman home.



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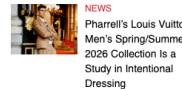


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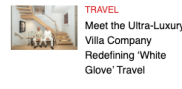
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Photo Credit: Lungarno Collection

Inside, the suites are more than luxurious—they are a narrative. Designed by Florentine architect Michele Bónan, the interiors draw inspiration from the golden age of Italian cinema and the elegance of the 1950s and 1960s. Monochrome portraits line the walls, paying tribute to Hollywood icons and Italian luminaries alike, while custom furnishings and subtle references to the Ferragamo archives remind guests of the family's enduring influence on style. Each suite feels like a curated apartment, where craftsmanship and comfort coexist seamlessly.



Photo Credit: Lungarno Collection

But the true crown jewel is **the rooftop terrace**, one of Rome's most coveted vantage points. By day, it offers an unhurried sanctuary above the bustle of Via Condotti, where guests sip espresso as the city hums below. At dusk, the rooftop transforms into an atmospheric salon: cocktails by the firepit, terracotta rooftops glowing under the sunset, and the Spanish Steps illuminated just beneath. It's romantic, cinematic, and very much Roman—an experience that simply can't be replicated elsewhere.



Photo Credit: Lungarno Collection

The service, too, feels distinctly Ferragamo: personalized, discreet, and bespoke. Every guest has access to a dedicated lifestyle team, ready to arrange anything from private tours of the Vatican to coveted tables at Rome's hardest-to-book restaurants. It's hospitality tailored with the precision of haute couture.

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Though small in size, Portrait Roma holds an outsized place in the city's luxury landscape. It's not a palace hotel or a grand resort—it's something rarer. It's the kind of place where privacy is prized, where design and heritage are inextricably linked, and where guests are invited to experience Rome as if it were their own. For those who believe that true luxury is defined by intimacy, artistry, and legacy, Portrait Roma is an unforgettable address. It is, in every sense, Ferragamo's Rome.



Photo Credit: Lungarno Collection/Alessia Morellini

Portrait Roma is located at V. Bocca di Leone, 23, 00187 Roma RM, Italy



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