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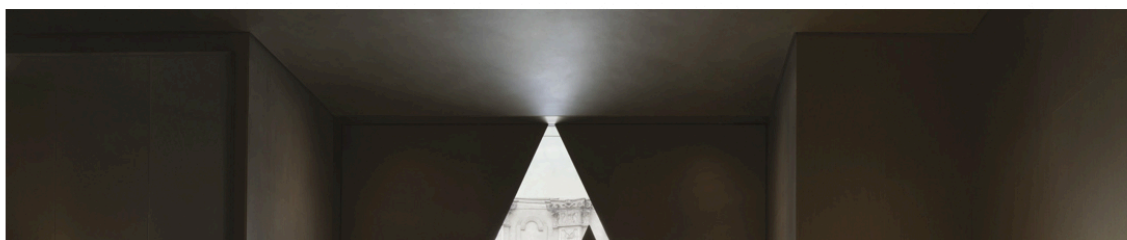
The world's best hotels for fashion lovers

Stylish stays await for those who know

Words: **Emily Cronin**

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New York, London, Milan and Paris: the four fashion capitals form a well-trodden circuit for the style insiders who travel between them for shows every season (this month, they'll be flocking to 180 Strand for London Fashion Week). The rest of the time, designers, editors, stylists, models and buyers have a talent for seeking out noteworthy hotels. These destinations – some owned by insiders, some simply beloved by them – are favourites for a reason. Don't forget to dress up...





Reception area at Armani Hotel Milano. Opening image: *La Falda* mural by Marta Bernad at SO/ Sotogrande, Costa del Sol

Armani Hotel Milano

This hotel at the heart of the Italian fashion capital boasts impeccable style credentials: every element, down to the bathrobes, was designed by the late Giorgio Armani himself. The king of Italian fashion decorated the hotel in line with his sleek, minimalist aesthetic – think lots of brushed metal and greige. Expect the lobby to become something of a clubhouse or shrine as fans pay their respects to the man, the brand and the legend this autumn.

High Life says: Trust Armani to build his name into the architecture of Milan. The roof of his hotel forms a monumental 'A', visible only from above.

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One of two oceanfront swimming pools at Hotel Esencia. Also opening image

Hotel Esencia, Mexico

Fashion designers Jason Wu and Naeem Khan have dishes named after them on the main restaurant's menu. Bella Hadid, Gisele Bündchen and Kate Moss have shot *Vogue* covers here. But Hotel Esencia is all about the beach – that, and elegant yet unstuffy hospitality. No element is left unconsidered, from impeccable design that ensures wherever your eyes land they find beauty, to the 'service' buttons in the beach palapas. The newly renovated spa boasts an infrared sauna and ice chamber alongside Mayan-inspired treatments and rituals. No wonder so many tastemakers adore it.

High Life says: Don't miss the authentic handwoven dresses from Chiapas and jewellery from Mexico City-based designers in Retrobottega, the in-house boutique.

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The Bvlgari Hotel is around the corner from Harvey Nichols and Harrods

Bvlgari Hotel London, UK

In glossy Knightsbridge, the Bvlgari Hotel isn't just a place to stay – it's where fashion's power players recharge in style. With its runway-worthy interiors (expect moody marble, mirror-shine finishes and a lobby that feels like a Milanese fashion house), this is where the style set checks in and switches off. Between fittings and front rows, guests slip into the subterranean spa for an anti-gravity dry float or some hyperbaric oxygen therapy and sip martinis with editors and insiders at the bar. And did we mention that Harrods is just around the corner?

High Life says: The private cinema can be booked for showreels or fashion film nights and even the popcorn – with a subtle coating of truffle salt – is bougie.

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The SO/ VIP Cortijo suite is a vast penthouse apartment

SO/ Sotogrande, Costa del Sol

A luxe all-inclusive in sun-soaked Andalusia, SO/ Sotogrande takes cues from the fashion and

culture of its setting to create a hospitality experience with style at its core. You'll feel it from check-in, thanks to fashion collaborations throughout the hotel – including staff uniforms by Spanish designer Dolores Cortés, three boutiques and a striking mural that transforms the central staircase into a flamenco dancer's skirt.

High Life says: Forget to pack the right dress for dinner? Book a personal shopping appointment with a stylist at El Corte Inglés Marbella through the concierge.

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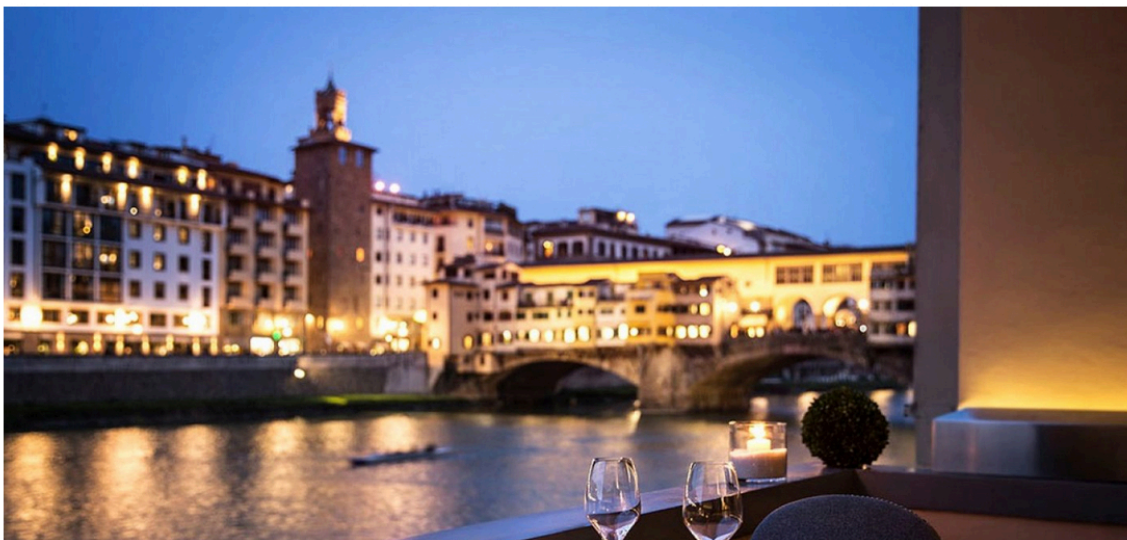
The Astir Marina on the Athens Riviera

Four Seasons Astir Palace Hotel Athens, Greece

Jackie Onassis and Brigitte Bardot stayed here in the 1960s, and the hotel has only grown more iconic since then – especially for fashion insiders. Greek designer Mary Katrantzou has collaborated with the hotel, which hosted guests who came to Athens for her spring-summer 2020 couture show at the nearby Temple of Poseidon. These days, you're likely to spot familiar faces by the pool or pausing for coffee in the vast but warm marble-clad lobby. Thanks to a lateral design that makes the most of the setting, every vista frames the sea.

High Life says: Book a [weaving workshop](#) and head home with a handwoven souvenir (and greater insight into Greece's cultural heritage).

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Dinner with a view at Michelin-starred Borgo San Jacopo in Hotel Lungarno, Florence

Hotel Lungarno, Florence

You already know Salvatore Ferragamo's Vara flats and other famous shoes – but you may not realise that the Ferragamo family is also a leading name in Italian hospitality. The Lungarno in [Florence](#) is the flagship property of Leonardo Ferragamo's Lungarno Collection. With its prime position on the south side of the Arno (balconies and terraces overlook the Ponte Vecchio) and predominantly blue-and-white décor, it's a retreat from the often hectic tourist scene outside. About those shoes: staying here comes with free admission to [Museo Ferragamo](#), where you can see Andy Warhol illustrations of Ferragamo shoes and key designs from the house's history.

High Life says: Flex that discount – a price reduction at Florence's Salvatore Ferragamo store is another guest perk.

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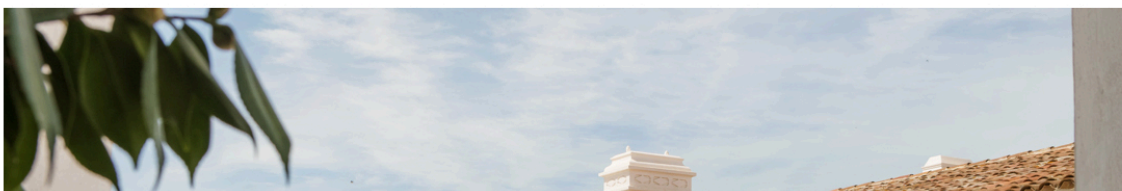
The interior and outdoor terrace of Domes Zeen Chania, a Luxury Collection Resort

Domes Zeen Chania, Crete

The stylish, Brutalist-meets-boho interiors of this resort on Crete's northwest coast feature stone, rattan and dark-stained wood. Add to that a black-tiled pool and other picturesque details (have you found the cocktail truck yet – or the tipis?), and Zeen has all the elements of a most photogenic retreat. Neema Living, the in-house boutique, stocks pieces from leading Greek designers including Zeus+Dione, Sophia Kokosalaki and Ancient Greek Sandals. Even the provision for younger guests is tasteful, with a kids' club outfitted with Ferm Living accessories and Liewood toys.

High Life says: Book a massage in the open-air Soma Spa and drift off to the sound of the waves.

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The sky-blue façade of Vermelho Melides Hotel adorned with ceramics by sculptor Giuseppe Ducrot

Vermelho Melides Hotel, Portugal

Vermelho means red, making it a most fitting name for footwear legend Christian Louboutin's first hotel. Splashes of the designer's signature vermillion appear throughout the 13-room, adult-only property. Not that the décor is exclusively devoted to the beauty of glossy red soles – instead, it's a maximalist feast of *azulejo* tiles, bespoke artworks and antique furnishings. The hotel's location – in Melides, a coastal town south of Comporta in Portugal's Alentejo region – ensures an ample supply of beaches, wine and fresh fish. Whenever you can bear to step away from the pool, that is.

High Life says: *Pastéis de nata* for breakfast? Sign us up.

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Emily Cronin

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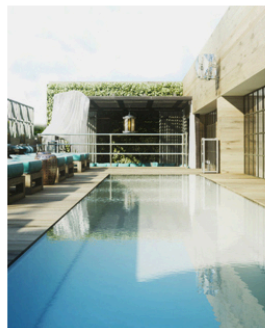
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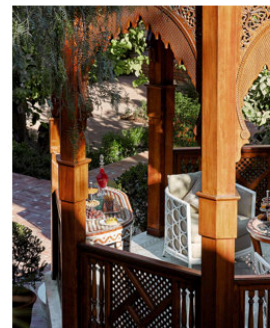
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