

DEPARTURES

THE ONLINE MAGAZINE FOR INTERNATIONAL PLATINUM CARD® MEMBERS

INDULGENCE ON THE ARNO

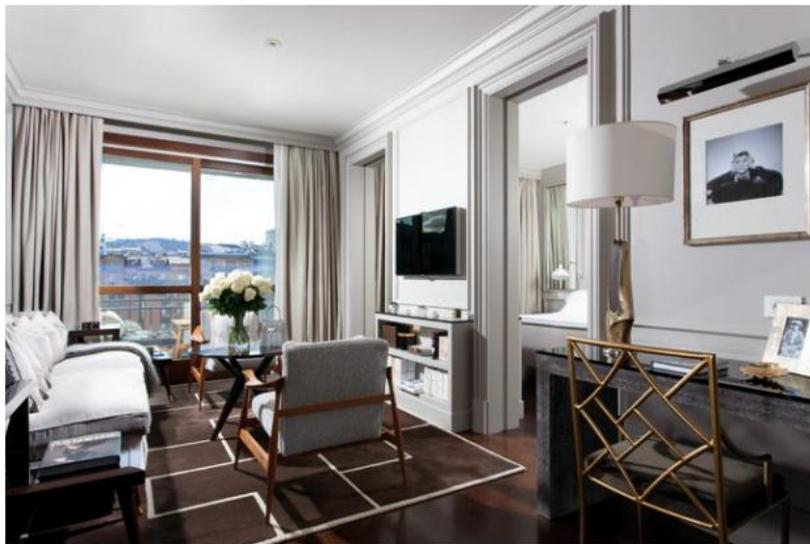
Portrait Firenze: Florence's newest Ferragamo-owned luxury inn

Jessica Keller
1 May 2014



If there's one thing the Ferragamo family does better than fashion, it's hospitality. At least, that's what they're setting out to prove once more with the opening of their latest Lungarno Collection hotel, Portrait Firenze.

The brand's fourth hotel in Florence, the place where Salvatore launched his eminent career, Portrait Firenze houses just 34 suites and occupies enviable real estate along the River Arno with views of Ponte Vecchio.



Florentine interior designer Michele Bonan has dressed each room to the nines in plush fabrics and handcrafted furnishings, capturing the glamour of the 1950s – the birth era of Italian haute couture. King-sized beds, Carrara marble bathrooms and Ferragamo bath amenities enhance a sense of old-world luxury in the spacious guest rooms, many with balconies overlooking the river, from which to sip and snack on goodies from the honour bar.

That rooms are wired with Bluetooth sound systems and complimentary WiFi goes without saying – especially since an in-room iPad comes with the territory, allowing guests instant access to the hotel’s service staff offering personalised attention around the clock. For guests bringing the whole family, rooms on the Portrait Floor can be linked to form one private residence consisting of five bedrooms, six bathrooms and a central hydromassage pool, plus a personal butler to boot.



With a list of insider perks longer than the room roster, it's clear this is a hotel with connections. Personal shopping excursions, free access to the Salvatore Ferragamo Museum (and special tours of the Galileo Museum for kids), special benefits at the Salvatore Ferragamo men's and women's boutique, exclusive tours of the Vasarian Corridor, VIP Florence destination packages and in-room massages from the Daniela Steiner-created treatment menu are just some of the extras guests can enjoy.

The hotel is accepting reservations for stays from today, but if the Portrait Firenze is anything like its sister property in Rome (where Mark Zuckerberg and his wife spent their honeymoon), making a reservation on short notice may require a certain amount of pulling strings.

Visit portraitfirenze.com