

# DESIGNING DREAMS

Fashion and luxury brands are making hotels the new frontier for their unique savoir faire

Words by Ivan Allegranti

In 1921, Mademoiselle Coco Chanel introduced the iconic Chanel No. 5 perfume, expanding the maison's product offering and allowing members of society from all walks of life to experience the dream of being part of Chanel's glamorous community. In the 1970s, American designers such as Halston and Oscar de la Renta were part of a licensing boom that led to a wide array of branded products entering people's homes, from ashtrays to makeup.

Now, over a century later, fashion houses are offering fans of refinement the opportunity to stay in their glamorous temples of hospitality – luxury hotels that embody the brand's vision and core values in the world of hotellerie.

We've carefully selected six top-tier fashion hotels from across the globe that embody the essence of their respective designer houses, offering guests a sublime and unforgettable hospitality experience like no other.



The rooftop terrace of the Bvlgari Hotel Roma





# BVLGARI HOTEL

## Rome

Upon entering the Bvlgari Hotel Roma, guests are greeted by a magnificent 2,000-year-old statue of a seated emperor Augustus sculpted out of Pentelic marble. This grand gesture immediately immerses visitors in the Roman heritage that forms the bedrock of the Bulgari company. The restoration of 90 statues from the Torlonia collection, proudly sponsored by the Italian jewellery house, further underlines its commitment to the city where it was founded.

Located at number 10, Piazza Augusto Imperatore, in the heart of Rome's city centre near the Campo Marzio area, the Ara Pacis, and the Mausoleum of Augustus, the hotel opened

its doors last year, marking the latest addition to the brand's portfolio of nine highly regarded luxury hotel properties.

The building, situated in the rationalist Palazzo designed by architect Vittorio Ballio Morburo and constructed between 1936 and 1938, has undergone meticulous restoration. The interior design has been curated by ACPV Architects, led by Antonio Citterio and Patricia Viel, who maintain a longstanding relationship with the maison. The hotel features 114 rooms ranging from the Superior Room (33 sqm) to the Bvlgari Suite (300 sqm), each offering guests a discreet and sophisticated experience with design pieces by Maxalto, Flos, and B&B Italia, complemented by Bulgari toiletries.

PHOTOS: COURTESY OF THE BVLGARI HOTEL ROMA



The Bvlgari Hotel Roma is a love letter from the luxury jewellery house to the city of its birth

In terms of amenities, the hotel offers a state-of-the-art spa with Augustinus Bader treatments and the opportunity for guests to become spa members for 12 months. Other facilities include an underground 20m pool with a waterfall reminiscent of the famous Caracalla Baths (also restored by Bulgari), a 24-hour fitness centre featuring a gymnasium designed for Bulgari by Lee Mullins, and a hair salon by Roberto D'Antonio.

The public spaces of the Bvlgari Hotel Roma count the Bulgari Café on the ground floor and at the porticus, offering an authentic Italian experience from breakfast to dinner with a menu designed by renowned chef Niko Romito. On the ground floor is the first-ever Bvlgari Dolci Boutique, where guests and

non-guests can purchase Bulgari fine chocolates and pastries also conceived by Niko. From the same entrance, a lift provides access to the fifth floor, where the Bulgari Ristorante is located, complete with a private dining room for 14 guests and specially designed tableware from Ginori 1735. Here, Niko's culinary talent shines with dishes that reflect his remarkable professional journey, such as Antipasto all'Italiana, Milanese breaded veal cutlet, and tiramisù. Best of all, guests can simply enjoy the splendour of their surroundings, from the monumental tomb of Augustus and the Ara Pacis to the bird's eye view of the city from the rooftop terrace.

For more information, visit [Bulgarihotels.com](https://www.bulgarihotels.com)





# PALAZZO VERSACE MACAU

Macau

PHOTOS: COURTESY OF THE PALAZZO VERSACE MACAU

DESTINATION



The bold and vibrant world of Versace is now ready to be discovered in Macau

On March 24, 2024, a new addition to the stable of Palazzo Versace hotels opened its doors – the Palazzo Versace Macau in China. Its grand opening, attended by Chinese socialites and celebrities such as Austin Lin and Lusi Zhao, featured a breathtaking live performance by John Legend in the presence of fashion icon Donatella Versace herself.

This new Versace hospitality venture is located at the Grand Lisboa Palace Resort in Macau. The hotel, housed in one of the resort towers, offers 271 rooms and suites across 19 floors, including two restaurants, a wellness retreat, a training studio, and indoor as well as outdoor swimming pools.

The entire building pays homage to Versace's distinctively bold and vibrant aesthetic. This visual message is instantly received the moment a guest steps foot into the hotel's entrance. First, they are greeted by a magnificent mosaic featuring over 80,000 hand-laid enamel tiles by Fantini Mosaici, depicting the Medusa motif and the Greca pattern reminiscent of Versace's Via Gesù HQ in Milan.

Other details such as the chrysanthemum flower and an ornate dragon symbolise the fusion of Italian and Chinese culture. The rooms range from the Deluxe Room (55 sqm) to

the luxurious Imperial Suite (350 sqm), each characterised by unique Versace furnishings and design pieces. The suites also feature bespoke fabric and carpet patterns, while the Premier and Deluxe Rooms showcase the famous Barocco pattern, along with exclusive Palazzo Versace amenities and toiletries.

A highlight of this hotel is the SPA and Wellness Center, featuring seven treatment suites powered by Frame cosmetics products, as well as a Crystal Steam Room, Sauna, Turkish Hammam, fitness room outfitted with Technogym equipment, a personal training studio, and indoor and outdoor pools adorned with Italian glass mosaics.

In terms of dining experiences, the Palazzo Versace Macau counts two restaurants – La Scala del Palazzo and Don Alfonso 1890. La Scala del Palazzo offers an exquisite taste of the Italian dolce vita lifestyle, from Italian cannoli sweets to typical Italian cuisine. Don Alfonso 1890, meanwhile, boasts two Michelin stars and is a pinnacle of Italian fine dining, blending Southern Italian culture and cuisine with Versace's style. A must-try dish is the Bottoni di Seppia con Gamberi Rossi (cuttlefish buttons filled with Sicilian red prawns and sea urchin served with spicy pumpkin broth and ginger carrot puree) – to die for.

For more information, visit [Grandlisboapalace.com](http://Grandlisboapalace.com)





# THE VENICE VENICE HOTEL

## Venice

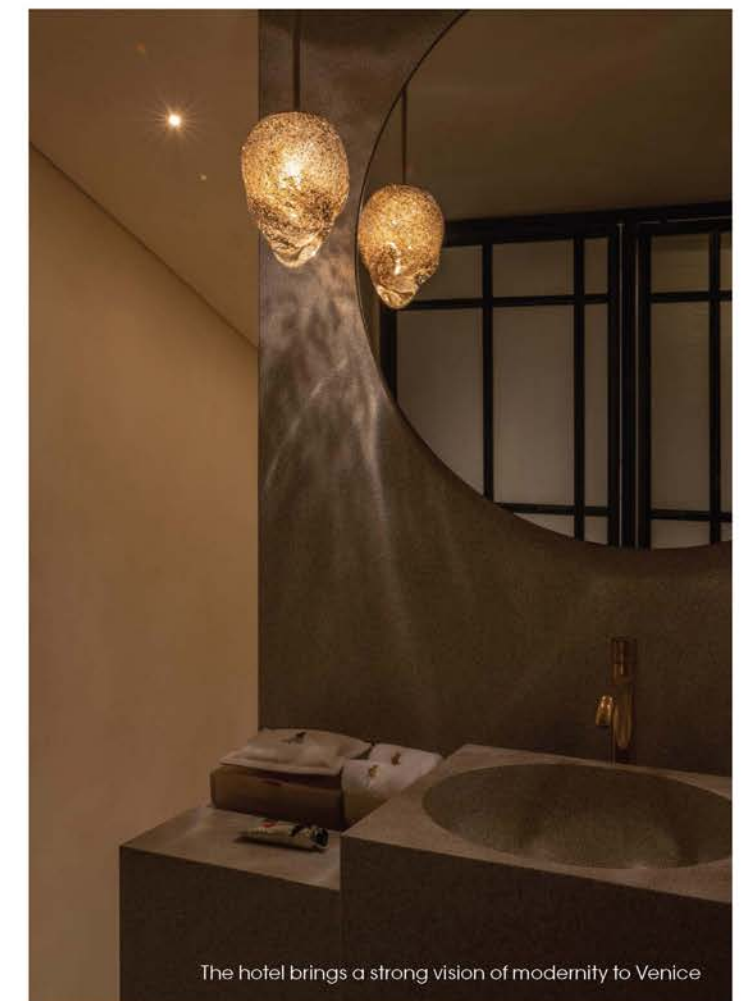
Alessandro Gallo and Francesca Rinaldo, renowned worldwide as the founders of the luxury sneaker label Golden Goose, unveiled The Venice Venice Hotel in 2022. Situated just steps away from the iconic Rialto Bridge and housed in a unique Palazzo on the Grand Canal, this hotel epitomises the cultural movement of 'post venezianità' (post-Venetianity), reflecting the cosmopolitan and contemporary spirit of the Venetian cultural scene.

The hotel boasts 45 rooms, ranging from the Post Venetian Room (29 sqm) to the Special Venice Suite (190 sqm), each featuring a 48-inch Bang & Olufsen TV screen and amenities by Italian brand Erore.

In terms of guest experience, The Venice Venice Hotel is home to the Venice M'Art concept store and an all-day restaurant where both hotel guests and outside visitors can savour typical Italian and Venetian cuisine, including 'cicheti' (small slices of bread seasoned or fried with toppings ranging from fish to vegetables). Meanwhile, the hotel's terrace provides guests with the opportunity to enjoy unique beverages while taking in breathtaking views of Venice.

Additionally, the most exclusive areas of the hotel include the Altana Rooftop, available upon request for private events, and the Venice Bitter Club, a members-only club open solely for special events and by invitation.

For more information, visit [Venicevenice.com](https://www.venicevenice.com)



The hotel brings a strong vision of modernity to Venice





# BACCARAT HOTEL

## New York

Located on 53<sup>rd</sup> Street in Manhattan, The Baccarat Hotel New York has been, since its opening in 2015, the epitome of French luxury in the 'Big Apple'. Imagined by Barry Sternlicht and conceived by the Parisian design studio Gilles & Boissier as a contemporary hôtel particulier, this venue embodies the perfect blend of heritage and modernity in the hospitality world.

The 114 guest rooms meticulously integrate contemporary design with Baccarat's exquisite French rococo crystalware. Since its foundation in Paris in 1764, the company's crystalware has captured the hearts

of kings, modern magnates, and celebrities worldwide. From the Atelier King Room (approximately 35 sqm) to the Baccarat Suite Double Bedroom suite (203 sqm), each room and suite features floor-to-ceiling windows that bathe the space in natural light. Somma 1867 and Mascioni jacquard linens, along with a cashmere throw, adorn the king-size beds in each room, while white marble surfaces and Maison Francis Kurkdjian toiletries finish off the bathrooms.

In terms of amenities and public spaces, the hotel offers an array of options. These include the fine dining

PHOTOS: COURTESY OF THE BACCARAT HOTEL NEW YORK



Baccarat's French rococo crystalware was the creative starting point for this eye-catching hotel



experience overseen by two-Michelin-starred chef Gabriel Kreuther to the afternoon tea ritual (a new addition to NYC's elite moments thanks to Baccarat) served in the Grand Ballroom, which also plays the role of restaurant for distinguished visitors.

On the wellness side, the hotel provides a 24-hour fitness centre, features an indoor 50 ft. pool with a relaxation area, and the Spa de La Mer (a first in the United States), which offers La Mer's exclusive spa treatments to both guests and external visitors, making it a must-visit destination on any trip to New York.

As for the unique experiences offered to guests of the hotel, we suggest the Gabriel Kreuther package that allows guests to immerse themselves in the ultimate 360-degree culinary experience. The package includes a Greenmarket Walking Tour, an intimate Kitchen Table Dinner Experience at Kreuther's two-Michelin-starred Gabriel Kreuther Restaurant, and a private chocolate-making class, all curated by Chef Kreuther himself. This tailor-made experience is available for up to eight guests during a two-night stay at the hotel.

For more information, visit [Baccarathotels.com](http://Baccarathotels.com)





Take a deep dive into the world of Fendi with its understated yet exceptional suites

# FENDI PRIVATE SUITES

## Rome

The Roman fashion house Fendi introduces a unique approach to hospitality with its Fendi Private Suites. Situated on the third floor of Palazzo Fendi, the historic headquarters of the fashion house in Rome, previously home to the creative directors' offices, now relocated to the Palazzo della Civiltà Romana (EUR Palace), the new Fendi Private Suites offer just seven suites – Palazzo Suite 1, Palazzo Suite 2, Deluxe Suites 3, 4, and 5, Junior Suite, and Corner Suite.

Each suite, ranging from 45 sqm (Deluxe Suite) to 69 sqm (Corner Suite), features exquisite Fendi Casa interiors and linens, along with toiletries by Diptyque, providing a unique experience for aficionados of the Roman maison. Additionally, a family-friendly housing option is also available to guests as it

is possible to connect the adjoining Palazzo Suite 1 and Palazzo Suite 2, as well as Deluxe Suites 4 and 5, allowing them to reside in a unified apartment in this highly exclusive location.

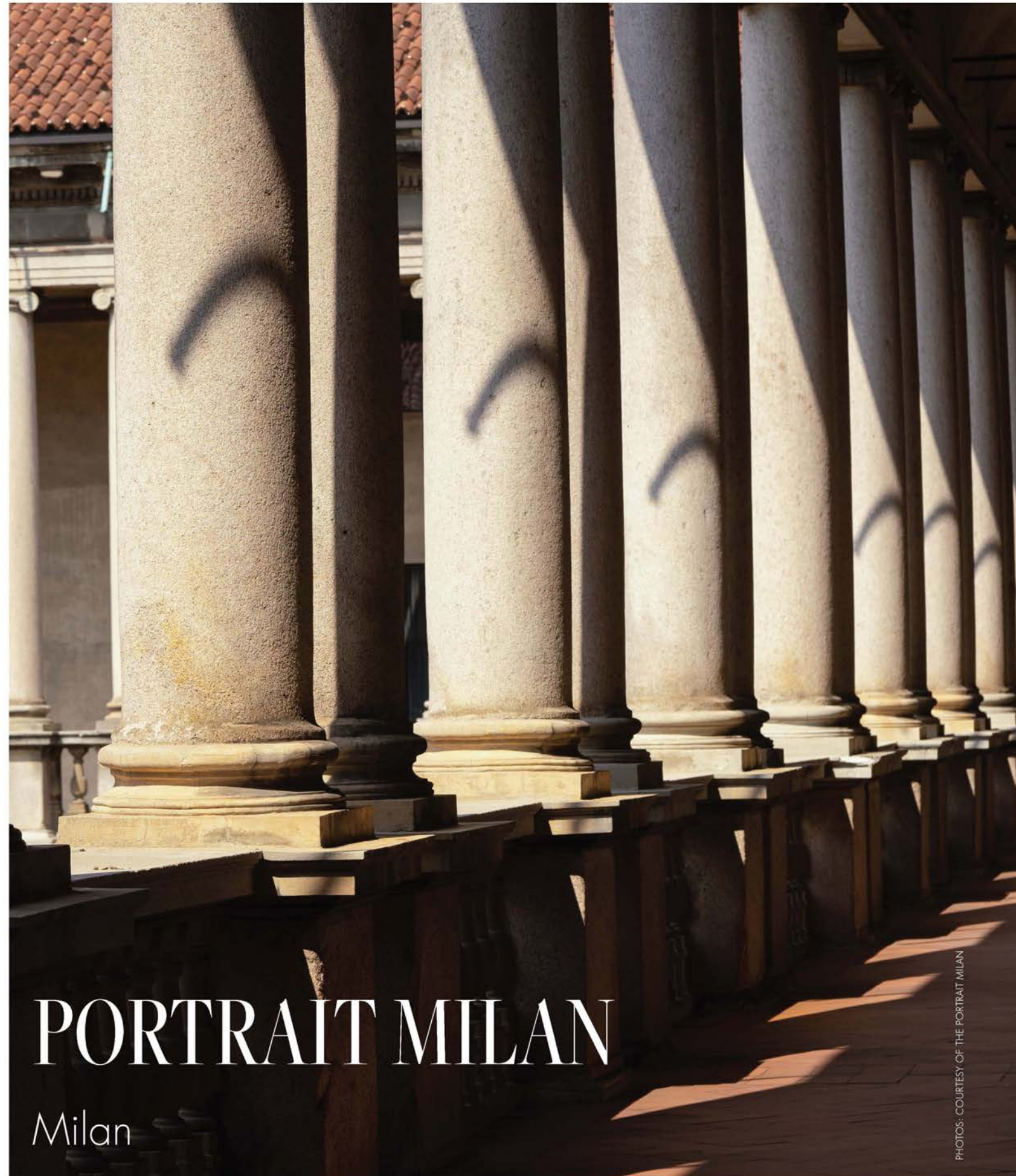
Other services include the opportunity to take part in a private tour (including a shopping experience) at Fendi's flagship store in Rome. For dining, guests of the Fendi suites can enjoy the exquisite Zuma restaurant, offering a modern take on sushi and traditional Japanese cuisine, on the fourth and fifth floors (terrace) of the Fendi Palazzo. Furthermore, due to its central location, shopping opportunities and iconic Roman landmarks such as the Fontana di Trevi and the Spanish Steps are literally just steps away.

For more information, visit [Fendiprivatesuites.com](https://www.fendi.com/private-suites)

PHOTOS: COURTESY OF THE FENDI PRIVATE SUITES







# PORTRAIT MILAN

Milan

PHOTOS: COURTESY OF THE PORTRAIT MILAN

The newest addition to the Portrait Hotel Collection, which already boasts hotels in Rome and Florence, is the Portrait Milan in Italy's capital city. This luxurious five-star establishment, member of the Leading Hotels of the World and part of the esteemed Lungarno Collection owned by the Ferragamo family, graces Milan's prestigious fashion district.

Nestled at Corso Venezia 11, the hotel's entrance resides within the former Archiepiscopal Seminary, a magnificent example of Lombard Baroque architecture dating back to 1565, which was originally commissioned by Saint Carlo Borromeo.

The building's rich history intertwines with Italian royalty, including Empress Maria Theresa of Austria, and even saw the likes of Napoleon before transforming into Mario Bellini's renowned atelier in the 1980s. Thanks to the vision of the Ferragamo family and the expertise of architect Michele De Lucchi, renovation efforts commenced in 2019, with a meticulous plan honouring the site's historical significance. Interior design maestro Michele Bönan was tasked with seamlessly blending Italy's prestigious craftsmanship legacy with contemporary design elements.

The Portrait Milan offers 73 meticulously crafted rooms, ranging from the intimate Portrait Room (29 to 40 sqm) to the expansive Three Bedroom Royal Suite Garden (210 sqm), each adorned with aristocratic elegance and vibrant colour palettes.

Notably, the hotel's architecture sets it apart, with the entire Archiepiscopal Seminary meticulously restored to provide guests with an oasis of calm contemporary luxury. The hotel seamlessly integrates with its surroundings, offering a truly immersive experience. The courtyard, modelled after an Italian piazza, hosts boutique shops such as Antonia, SOLE Studio of Mariasole Ferragamo, and The Longevity Suite beauty temple, doubling as the hotel's wellness centre. The hotel also boasts a magnificent indoor pool with sauna and steam room, complemented by a relaxation area offering healthy snacks and herbal teas.

Culinary delights await guests with three distinct dining experiences: the casual dining at 10\_11 features a bar, restaurant, splendid garden, and colonnade facing the square. Then there is Beefbar, which is redefining the traditional steakhouse with glamorous flair, and last but not least, Rumore, a fusion of an American lounge with refined Italian hospitality.

For more information, visit [Lungarnocollection.com](https://lungarnocollection.com)



The Ferragamo family has made sure that Portrait Milan represents the best in Italian hospitality