



Photograph: Portrait Roma

Review

Portrait Roma



One of ten luxury boutique hotels in the world owned by fashion designer Salvatore Ferragamo. Portrait Roma's service is standout



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Time Out says

Some hotels are plain posh. Some are able to edge into the five star bracket due to their facilities mega-offering. The five star spots that truly stand out are those where excellent service is the priority – and that's the case at Portrait Roma.

Part of the Ferragamo family's Lugarno Collection, this property has just 14 rooms and relatively few amenities, but still manages to stand out from the crowd. In a city where luxury is often synonymous with grandeur, Portrait Roma offers a refreshingly intimate experience in [Rome](#), embodying the timeless elegance that its founder, Salvatore Ferragamo, built his legacy upon. I entered and staff refused to let me touch my bags. Instead they sat me down in the comfortable reception lounge, brought me a chilled sparkling water and offered a selection of macarons.

Why stay at Portrait Roma?

Like the Lugarno Collection's other hotels, its interiors were created by Florentine designer Michele Bonan, and the result is a classic-yet-modern affair with subtle nods to Ferragamo's history. Think framed sketches from the company's archives in the hallways, Ferragamo's quotes in the lift, and horsebit designs on the insides of each room's curtains – inspired by the brand's loafers.

Located on the achingly glamorous Via Bocca di Leone, Portrait Roma offers guests a real home-away-from-home experience right in the city centre (you're literally minutes from the Spanish Steps) – an ideal base for sightseeing, shopping and all the rest of it.

What are the rooms like at Portrait Roma?

All the accommodation echoes the understated luxury the brand is known for and, even the smallest room on offer – the Portrait Studio – is spacious, at 355 square feet. Like all the other rooms and suites here, there's a luxurious marble bathroom and kitchen area with hob, microwave, sink and proper coffee machine. I stayed in a junior suite which boasts a separate seating area with a dove grey sofa and chairs with light pink cushions, a colour scheme that continues into the bedroom, where you'll find a wooden writing desk with rich leather accents. The bathroom, in white and grey marble, was packed with Ferragamo-branded toiletries, and every last detail was thoughtful and classy, right down to a silver cupboard which concealed the loo roll. On

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My own private terrace, running the length of the suite and with views along the Via Condotti below and onto the Spanish Steps, made me feel like I was in a 1950s film. Many rooms have terraces, including the Penthouse Trinità dei Monti with a 215-square-metre balcony. When I returned from a little light shopping, everything perishable had been put into the fridge as part of the careful turn-down service. I was left a small bear wearing a Portrait-branded T-shirt (in other suites you might be given a perfume), as well as a selection of Wilden herbal teas, ranging from sleepy blends to hangover teas – an excellent touch. Bedsheets were folded back, pillows plumped and lights dimmed to a level where I simply couldn't wait to sleep.

What is the food like at Portrait Roma?

There's no restaurant but the hotel does boast a lovely rooftop breakfast room. Staff are eager to assist, and the buffet's food and drink is top notch, with freshly baked pastries, fresh fruits, gourmet cheeses, pressed juices and genuinely exceptional coffee. Breakfast also featured the kind of extra touches I'd got used to expecting from Portrait Roma by now, like two kinds of butter on each table, tiny jars of preserves, and wedges of lime to squeeze on watermelon. My lovely waitress Margherita brought me a copy of the in-house 'newspaper', featuring the weather forecast and best things to do in Rome that week. The uber-posh à la carte menu, though, unfortunately comes with an extra charge – a crying shame at a pricey hotel like this. If you do want to fork out, it's a classy affair, featuring omelettes with caviar, champagne breakfasts and the likes.

Why you should book a stay at Portrait Roma

For those seeking an experience that combines the best of luxury, style, and truly personalised service, Portrait Roma really does offer a one-of-a-kind stay. I will remember the bespoke service, the timeless elegance of the Ferragamo-inspired design and the ridiculously central location for a long time to come. The vibe here is more like a chic, private home than a hotel – and it's a perfect base to experience the Eternal City in all its glory.

DETAILS

Address: 23 Via Bocca di Leone, Rome 00187

Price: Rooms start from £710 per night, based on two adults sharing and including breakfast

Closest transport: Rome Fiumicino Airport is a 45-minute drive

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