



IL  
Firenze  
**Tornabuoni**

**IL Tornabuoni, Florence's Newest Five-Star Luxury Lifestyle Hotel,  
Opened to Guests in the Heart of the Renaissance City,  
Debuting The Unbound Collection by Hyatt brand in Italy**



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*A New Florentine Renaissance begins with the opening of IL Tornabuoni  
welcoming back guests to the reimagined Tuscan city*

**(ROME, ITALY, 3 NOVEMBER 2021):** [IL Tornabuoni](#), Florence's newest five-star independent luxury hotel has opened in the heart of the Italian Renaissance city. Located along Via Tornabuoni in the historic XII century Palazzo Minerbetti, the elegant and stylish property proposes 62 tastefully designed rooms and suites in the heart of Florence.

[AG Group](#)'s newest five-star luxury lifestyle hotel signifies the debut of The Unbound Collection by Hyatt brand in Italy, known for its independent, one-of-a-kind hotels that offer bespoke experiences that inspire guests. This new franchise partnership allows AG Group to leverage Hyatt's global distribution network and award-winning World of Hyatt loyalty program for guests, while remaining at liberty to maintain IL Tornabuoni's unique individuality and independence, establishing itself as a one-of-a-kind property in Florence. The opening of IL Tornabuoni Hotel represents a significant milestone for Hyatt as The Unbound Collection by Hyatt brand debuts in Italy and marks the first Hyatt hotel in Tuscany.



“We are excited to welcome guests to this extraordinary palace and iconic symbol of Florence,” says Andrea Girolami President and CEO at AG Group for IL Tornabuoni Hotel. “IL Tornabuoni Hotel is truly a breathtaking property, and we are looking forward to providing independent-minded guests with sophisticated yet unscripted experience. Florence understands how to treasure and maintain the spirit of its artistic and cultural wealth. Travelers to this exceptional city will find an abundance of opportunities to learn, grow, and expand by experiencing the monumental historic past of Florence.”

The historic building of IL Tornabuoni, one of the most prestigious in Via Tornabuoni was acquired by Hines European Core Fund (HECF) in 2016. It dates back to the XII Century and spans over six floors, one destined for retail and five dedicated to the 5-star luxury lifestyle hotel, totaling more than 5,000 square meters. Florence’s historic city center, declared a UNESCO World Heritage Site in 1982, is experiencing a rebirth and together with IL Tornabuoni welcomes the return of tourism. Most recently, the Abbey of San Miniato, the Church of San Salvatore al Monte, the Rampe, Piazzale Michelangelo, the Rose Garden and the Iris Garden, were all declared a UNESCO World Heritage Site.

The restored Palazzo Minerbetti has retained much of its Florentine heritage with state-of-the-art avant-Garde interiors and the property’s opulent look and feel perfectly blends historic prestige with modern day beauty. Steps from the historic Ponte Vecchio and Arno River, IL Tornabuoni’s carefully curated interiors were designed specifically for the hotel by Milan-based architect Andrea Auletta.

## **GUEST ROOMS & INTERIOR DESIGN**

The carefully curated ad-hoc Italian interior design was created specifically for the hotel. Each of the hotel’s five floors offers a distinct color scheme as a nod to the Renaissance period, embodying the city’s rich history and artistic magnificence by incorporating distinct regal and bold gem colors including vibrant teals, deep blues, sunny yellows, energetic vermillion and soft greys. The wallpaper was custom designed and lush fabrics including silk, rich velvet and wool were used for the furnishings. Most rooms and suites provide two double beds for guests, a rarity found in much of Italy and Europe, along with grandiose bathrooms which recall the lavishness of ancient spas. Many rooms and suites offer stunning views of some of the city’s most famous sites including the Duomo’s famous Cupola del Brunelleschi and Giotto Bell Tower, the façade of the Church of Santa Maria Novella, the Church of San Frediano in Cestello and the splendid panorama of Villa Bardini in the Bardini Gardens, to name a few.

## **CULINARY**

Guests of IL Tornabuoni are invited to enjoy a variety of dining establishments located throughout the property. Lucie Gourmet restaurant, located on the fourth floor, offers guests a menu of extreme Italian fusion dishes in the intimate and elegant space. Designed in graceful pink and bold peacock, guests enjoy a selection of some of the best Italian and international wines coupled with a tailored menu of Lucie’s most daring molecular cocktails.

The elegant Butterfly Terrace overlooks Santa Maria Novella, San Frediano, the Ognissanti Church and the many other beauties in Florence's Renaissance skyline. Guests will be entertained by the Butterfly’s barman who lights up the night with a menu of signature cocktails and bite size nibbles which tantalize the tastebuds, for an enchanted evening under the stars.

Deep within the heart of IL Tornabuoni, La Cave boasts a vast selection of renowned Italian, French, and other international wines. Guests may savor a thoughtfully crafted menu of regional charcuterie and cheese together with wine tastings from local vineyards and those from afar. With sophisticated facilities and the latest in technology, La Cave is the perfect meeting room or multi-functional space for private parties and corporate events.

Additional surprises will be added to the gastronomic offering at IL Tornabuoni in the coming weeks.



## **FITNESS**

The bright and spacious fitness center offers state-of-the-art equipment and personal training sessions. For those looking for less conventional fitness experiences, guests can take advantage of yoga on the rooftop terrace and the private Tuscan golf courses in the surrounding countryside.

Owned by [AG Group](#), IL Tornabuoni is part of the [AG Hotels](#) collection, a portfolio created in 2011 which includes eleven 5-star and 4-star boutique hotels in Florence and Rome. AG Group is Italy's first Italian-owned and operated hospitality group, formulated by President, [Andrea Girolami](#). The formation of the AG Group brand, which underwent a rebranding in 2019, takes its name from its founder's initials (AG) and was a merger between incoming tourism companies which Girolami had previously created and directed since 2000, including the DMC/tour operator Boutique Journey. Girolami brings over twenty years of experience in tourism and hospitality to AG Group whose capabilities include all aspects of in-house tourism demand with boutique hotels, DMC/ tour operator & event management, hotel consultancy, culinary outlets and retirement homes.

AG Group's plans for the future include the addition of more luxury hotels to expand the AG Hotels portfolio. "Our development strategy for AG Group begins with Italy's main cities of art including Florence with IL Tornabuoni hotel and then Milan, Venice and Rome for the lifestyle and luxury segments. We are also considering new projects and developments in Italy's other main tourist destinations. We aim to offer our guests an even more attentive, professional service that is from the heart, as well as advanced technology especially regarding emerging markets," notes AG Group's CEO Andrea Girolami. "AG Hotels, our newest addition which was born two years ago as a rebranding of a group founded several years ago, is our priority and the values we strive for are those of excellence, performance, innovation, authenticity and craftsmanship to name a few."

Reservations for IL Tornabuoni can be made online at [www.iltornabuoni.com](http://www.iltornabuoni.com), via email at [reservations@iltornabuonihotel.com](mailto:reservations@iltornabuonihotel.com) or by phone +39 0687811803. Fall rates start at \$400 per night for a classic room. For more information on IL Tornabuoni, please follow on [Instagram](#) and [Facebook](#).

For more information on AG Group Italy including AG Hotels, AG Boutique Journey, AG Hotel Consulting and AG Foodies, please visit <https://www.aggroupitaly.it/> and follow on [Instagram](#) and [Facebook](#).

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## **ABOUT AG Group**

AG Group is Italy's first Italian-owned hospitality group capable of providing all aspects of demand for tourism in-house with boutique hotels, DMC/ tour operator & event management, hotel consultancy, culinary outlets and retirement homes. The motto "Your Gateway to Italy" embraces their position as a doorway to the best of Italy. Founded by entrepreneur Andrea Girolami who brings over twenty years in the hospitality and tourism sector, AG Group is comprised of five divisions including:

**AG Hotels:** Collection of 11 four- and five-star luxury hotels in Rome and Florence

**AG Boutique Journey:** DMC, tour operator and special events company specializing in group travel, FIT travel, corporate and events, luxury travel and weddings

**AG Hotel Consulting:** Hotel consulting services, including revenue management, for over 30 four- and five-star hotels throughout Italy

**AG Foodies:** F&B division which includes Diana bistrot and the terraces of two AG Hotels in Rome

**AG Domus Nova:** luxury retreats for the elderly



For more information on AG Group Italy including AG Hotels, AG Boutique Journey, AG Hotel Consulting and AG Foodies, please visit <https://www.aggrouppitaly.it/> and follow us on [Instagram](#) and [Facebook](#).

### **About Hyatt Hotels Corporation**

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company offering 20 premier brands. As of June 30, 2021, the Company's portfolio included more than 1,000 hotel and all-inclusive properties in 68 countries across six continents. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to attract and retain top employees, build relationships with guests and create value for shareholders. The Company's subsidiaries operate, manage, franchise, own, lease, develop, license, or provide services to hotels, resorts, branded residences, and vacation ownership properties, including under the *Park*

*Hyatt®*, *Miraval®*, *Grand Hyatt®*, *Alila®*, *Andaz®*, *The Unbound Collection by Hyatt®*, *Destination by Hyatt™*, *Hyatt Regency®*, *Hyatt®*, *Hyatt Ziva™*, *Hyatt Zilara™*, *Thompson Hotels®*, *Hyatt Centric®*, *Caption by Hyatt*, *JdV by Hyatt™*, *Hyatt House®*, *Hyatt Place®*, *tommie™*, *UrCove*, and *Hyatt Residence Club®* brand names, and operates the World of Hyatt® loyalty program that provides distinct benefits and exclusive experiences to its valued members. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

### **The Unbound Collection by Hyatt**

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of *stories worth collecting*. Whether it's a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire for guests seeking elevated yet unscripted service when they travel. For a full list of hotels in the collection, visit [unboundcollection.hyatt.com](http://unboundcollection.hyatt.com). Follow @UnboundxHyatt on [Facebook](#) and [Instagram](#) and tag your photos with #UnboundxHyatt.

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