

XO Private Hotel Plaza e de Russie

Known for its Art Nouveau district, swanky cafes, bespoke boutiques and long sandy beaches, Viareggio is the quintessential Italian beach experience. Not far away is the lush city of Lucca, where Renaissance architecture romances the streets. The hotel is a short drive from the artistic and historical town of Pietrasanta, with Pisa being a mere 30 minutes drive. Spend the day exploring the picturesque villages of the Cinque Terre, visit one of the most prestigious cellars for a bespoke wine tasting or enjoy local cultural events such as the Puccini Festival in Torre del Lago or the Carnival of Viareggio.

Renowned as the 'jewel of Viareggio', the 5-star sea-front luxury boutique Hotel Plaza e de Russie juxtaposes its historical exterior architecture with the modern luxury hospitality services and elegant contemporary furnishings of its interiors. A famed meeting place for the international jet set, the sophisticated hotel has been completely redesigned and now offers a trendy Michelin-starred restaurant and the luxurious elegance of its 44 rooms and suites, alongside the welcoming ambience of a family owned and managed establishment. Two brand-new Penthouse Suites offer the epitome of luxury, privacy and comfort with private terraces and stunning views of the sea, Cinque Terre and Apuan Alps.

Carefully selected furnishings, linens, materials, and other details give this setting a sense of graceful warmth, making it the perfect place to stay in Viareggio — a boutique hotel near both the sea and the center of town. This is the ideal spot for business or pleasure, whether traveling alone or in the company of family or friends.

The Michelin-starred Ristorante Lunasia led by award-winning Chef Luca Landi provides an elegant and refined ambience to enjoy a culinary experience focused on fresh Mediterranean fish, seafood and local seasonal ingredients.