



PRESS RELEASE

LUNGARNO COLLECTION EXPANDS AND ANNOUNCES THE ARRIVAL OF PORTRAIT MILANO

Milan is the location of choice for the sixth hotel from the Florence-based group owned by the Ferragamo family, the newest member of the Portrait Brand.

-Opening Summer 2022-

Lungarno Collection is delighted to announce a brand-new addition to its hotel portfolio, which currently includes four hotels in Florence and one in Rome. Over the past decade, these five jewels have achieved excellence in global luxury hospitality and are now ranked alongside the biggest international names in the business.

Having consolidated its position in the hospitality sector, the Ferragamo family's hotel group is now poised to make its debut in Milan, in an exceptional location unfamiliar to all but a few of the city's residents: the former Archiepiscopal Seminary at 11, Corso Venezia, with additional access from 10, Via Sant'Andrea. A strategic and central position, for this reason it represents a true monument boasting an impressive baroque entrance designed in 1652 by Francesco Maria Richini, which opens onto an imposing 3,000m² piazza framed by a double colonnaded loggia.

The restoration project will see the launch of a new Portrait, expanding the company's flagship brand to 3 properties including Milan following Rome and Florence, but much more. The impressive building will also host restaurants, a shopping arcade and plenty of space for events, making it a major lifestyle hub in the heart of Milan's fashion district.

One of the new location's greatest attributes is that it will welcome hotel guests, visitors and residents alike, modifying pedestrian access through the fashion district by joining Corso Venezia to Via Sant'Andrea.

Per informazioni stampa

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“We are thrilled to be involved in a project which is not only a great challenge in terms of hospitality, but also a great responsibility towards Milan. We are honoured to return this building in all its beauty to its city, to whose history it deeply belongs.” **explains Valeriano Antonioli, CEO of the Lungarno Collection group.**

A crucial player in this project is architect Michele De Lucchi’s Studio MDL practice, which Lungarno Collection commissioned for the restoration work, a project requiring extensive insight and experience. *“Although closed since the beginning of the 21st century, the seminary in Corso Venezia is an architectural jewel in our urban fabric which very few people know about, and which deserves to become an obligatory destination for those visiting Milan”*, explains **Michele De Lucchi**.

The Artistic Director and Interior Designer of the hotel rather will be architect Michele Bonan, who has already signed the stylistic projects of all the hotels in the Lungarno Collection.

About Lungarno Collection

Established in 1995, Lungarno Collection is the hotel management company owned by the Ferragamo family, with President Leonardo Ferragamo, who has transferred the same principles of style and consistency to the hospitality industry that have distinguished Salvatore Ferragamo fashion house in the world. Lungarno Collection consists of 4 luxury hotels in Florence, unique places in a privileged position around Ponte Vecchio and with panoramic city views (Hotel Lungarno, Gallery Hotel Art, Portrait Florence And Hotel Continentale) and 1 in Rome, a boutique hotel of only 14 suites in the heart of Via Condotti, a few meters from the Spanish Steps (Portrait Roma). Also, in Florence: 3 restaurants (Borgo San Jacopo Restaurant, Caffè dell'Oro and The Fusion Bar & Restaurant) and 2 bars (La Terrazza c / o Hotel Continentale and Picteau Lounge in Hotel Lungarno) and 1 spa (White Iris Beauty Spa).

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