

STARHOTELS®

L'ITALIA NEL CUORE

STARHOTELS presents "FORGET HOME!" the new advertising campaign by Oliviero Toscani



On Wednesday 2nd March, 2016 at Hotel Rosa Grand in Milan's Piazza Fontana, a press conference was held to present "**Forget Home!**", the new advertising campaign by **Oliviero Toscani** for the **Starhotels Group**.

"Starhotels doesn't often run major advertising campaigns," commented Elisabetta Fabri, President and CEO of Starhotels. "But, when we do, we turn to top international photographers: this time, Oliviero Toscani; last time, Helmut Newton.

Oliviero has perfectly captured the carefreeness, joie di vivre and warm hospitality that our hotels aim to communicate.

Starhotels represents Italian style, professionalism and the entrepreneurial spirit of my family, which has been a trailblazer for the hospitality sector in our country for over 30 years. With this new campaign we are embarking on a new way of conversing with our guests: the identity of Starhotels is all about art, culture and creativity, that legacy of knowledge and sharing that drives our company. Oliviero Toscani's creativity provides a perfect interpretation of the spirit of innovation and research that distinguishes Starhotels."

"The challenge that Elisabetta Fabri set for me proved an interesting one," said Oliviero Toscani. "Casting off the stereotypes of 'hotel' communication where, at most, you see the lobby, some suites and the pool. My idea was to reproduce the 'magic' that a junction like a hotel can convey. Starhotels is a modern chain that looks to the future and uses innovative language to communicate this defining feature. My advertisement is an invitation to 'leave home' at a time when many are advising us to shut ourselves away within the restrictive confines of our homes. Hence the claim 'Forget Home!': because it's better to stay at Starhotels than at home."

A group of 5 pretty women play with a soft duvet. White is the dominant color, while the main claim is in red with the words "Paris, London, New York and...Italy": to communicate the world capitals where Starhotels has opened hotels, in addition to Italy, where the chain's hotels are situated in the country's most beautiful cities.

The Starhotels Group owns 25 hotels, including 8 "Collezione" hotels distinguished by their incomparable design and grandeur in New York, Paris, London, Milan, Venice and Trieste. The hospitality culture has always been a must for Starhotels, whose core values are tradition and attention to detail. We welcome our guests, making them feel at home while offering typically Italian living focused on taste, reliability and courtesy. Our partnership with Eataly plays an important role, adding unique value to the Starhotels experience and perfecting the company philosophy whose strength is communicated in our claim, "L'Italia nel cuore" (meaning "Italy at heart"). Strategically located in city centers, Starhotels are hotels "with character", each with their own spirit, personality and distinctive elegance seen in their architecture, interior design and decor.

VIPs and celebrities – among our +1.5 million guests every year – choose Starhotels. So do CEOs and executives of top international companies, and independent travelers, preferring to stay in the hotels that comprise our extensive chain.

Starhotels 3,840 rooms, 148 meeting rooms, 20 four-star hotels in Italy, 1 five-star hotel in Paris, 1 deluxe hotel in New York and 2 boutique hotels in London with a third opening in summer 2016. The company ended 2015 with a turnover of approximately 200 million euro, a two-figure growth on 2014.

The "Forget Home!" campaign is aimed at an international public (71% of Starhotels guests come from overseas, mainly from the US, France, Japan, China, Germany, Switzerland and Spain.) The campaign will appear in Italy's leading national newspapers, offline and online, and in fashion and lifestyle magazines. It will also run on the main online channels of communication in the US, UK and France.

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