



Press release

Starhotels invests £43m to acquire 2 hotels in London

Elisabetta Fabri - President and CEO of Starhotels - announces the acquisition of two boutique hotels in the heart of London, The Gore and The Pelham, which will be valuable additions to the Starhotels *Collezione*.

These two highly prestigious properties have a total of 101 rooms. The hotels are located in the up-market districts of Kensington and South Kensington, close to some of London's most famous buildings and sights. The acquisition brings Starhotels' portfolio to 24 hotels.

"London had been in our plans for a long time and the search was not easy. We are very pleased to add these two charming properties to our *Collezione*. We are already working with our team to make the necessary changes to these facilities in terms of service and product. Our goal is to raise the quality of hospitality even higher and to include them in our domestic and international markets. The hotels have an incomparable location and the short distance between the two properties makes for easier management and cost optimization. Affirming and exporting Italian hospitality is the passion that inspires our work. We have gained a wealth of experience with the acquisition of The Michelangelo in New York and Castille in Paris. In just a few years, The Michelangelo has become an Italian hospitality success story. Castille, the second challenge we won, is the ideal hotel for those looking for a truly Italian experience," says Elisabetta Fabri.

The addition of these two extraordinary hotels is undoubtedly a milestone for Starhotels. London is a key destination and it will definitely contribute to growing business needs on the international circuit, together with Starhotels' destinations in New York and Paris.

The Hotels

The Gore and The Pelham – English style, Italian spirit

The Gore – an aristocratic residence at 190 Queen's Gate, Kensington. 50 refined rooms just a few steps from the Royal Albert Hall. This legendary location has been frequented by the Rolling Stones and many other celebrities. With its luxurious antique interiors, The Gore has true British charm and has been a meeting place for the art world since 1892. It is believed Queen Victoria was a guest at the hotel. The Gore owes some of its fame to the legendary 190 Bar, the scene of Swinging London celebrity nightlife.

The Pelham - 15 Cromwell Place, South Kensington, 5 stars and 51 rooms styled by renowned interior designer Kit Kemp. The Pelham is located a short walk from the Natural History Museum and Kensington Gardens, which seem to have inspired the brightly colored interiors. Here one is surrounded by a romantic mix of elegant patterns and rich tones. It has long been considered among the most sophisticated places in London.

Starhotels 3.791 rooms, 148 meeting rooms, 24 hotels, 20 four-star hotels in the heart of the most beautiful Italian cities, 1 five-star hotel in Paris, 1 deluxe hotel in New York and 2 boutique hotels in London. All the Starhotels are strategically located in the center of the cities. Every hotel offers the warmth of the best Italian hospitality, impeccable service and rooms characterized by inimitable style and comfort.