

**STARHOTELS PRESENTS AN AMBITIOUS RESTYLING PLAN  
FOR ITS STARHOTELS PREMIUM**

**To strengthen the company's positive results, the Group is investing in its properties in the upscale market segment, exceeding 16 million euros in the three-year period 2017-2020**



*Florence, October 30<sup>th</sup> 2018* - With 29 hotels and 4.100 rooms located in the heart of the best Italian cities, London, Paris and New York, Starhotels stands out in the hospitality industry thanks to the ownership of its properties: an important asset that defines the quality of its offer and encourages recurring investments for valorising its hotels.

2018 was marked by an ambitious restyling plan aimed at 12 Starhotels Premium, which will conclude in 2020 with a total investment of more than 16 million euros over the three-year period.

The hotels given the most significant restyling include the **Starhotels Ritz** in Milan, which recently inaugurated a completely renovated lobby, where the use of pre-existing elements, such as the granite pavement, is paired with new furniture and finishing touches; warm colours and soft velvets are balanced with the surrounding steel, bestowing the spaces with an eclectic personality. Within the year, the restyling will also involve the rooms, adding hardwood floors, new wallpaper and technological devices aimed at guaranteeing a smarter and more comfortable stay for our business and leisure guests.



Also in Milan, the lobby and bar of the **Starhotels Tourist** underwent a soft restyling that gave the spaces a contemporary touch thanks to a new dark grey palette for the wallpaper, carpets and furniture. With the installation of a large co-working table in the centre of the hall, the space is now both functional and decorative.

In Genoa, the **Starhotels President** renovated its conference centre, which is now brighter and more welcoming thanks to ivory hues embellished with delicate blue details that evoke the nearby sea.

An additional restyling of the rooms is planned for the immediate future, taking inspiration from the style and materials of an elegant yacht cabin: ivory and blue tones, polished mahogany and light leather for the furniture and large sailing prints on the walls will give the rooms a maritime atmosphere.

After the recent restyling of its lobby, many rooms at the **Starhotels Excelsior** in Bologna have been modernized as well as the restaurant, whose décor now vaunts light colours with mustard hues for the upholstery brightened by the new wicker lampshades that recalls the style of the hall.



An evocative nod to the nearby Teatro dell'Opera can be found at the **Starhotels Michelangelo** in Florence: the hotel recently launched work on its façade, where the light colour, scenic lighting and the addition of decorative plants on the walls will highlight the structure, bestowing it with a character and visibility in dialogue with the luminous theatre that it overlooks.

Lastly, the **Starhotels Metropole** in Rome will conclude the restyling of all its rooms in March 2019, which includes renovated flooring and upholstery with orange, copper and red brick tones, the hotel's *leitmotiv*, as well as new wallpaper inspired by typical Roman geometrical patterns.

The regular restyling that each hotel undergoes to is an essential part of the company's strategy, whose mission is to promote Italian know-how and welcoming hospitality spirit.

*"Starhotels represents the excellence of Italian hospitality – says **Elisabetta Fabri, President & CEO Starhotels** - Our goal is to nourish and nurture the company every day with the aim of being the Italian hotel chain for those who love Italian style and quality of life through constant improvement of the properties and the stay experience in our hotels. This is possible not only thanks to economic investments, but above all thanks to the staff members who belong to this company as they were a family. A real human capital that every day puts its passion, professionalism and empathy at guests' service, to always exceed their expectations".*

# STARHOTELS®

L'ITALIA NEL CUORE

## Starhotels

Starhotels is the family-owned Italian Hospitality Group leader in the upscale and upper upscale & luxury market segments with 29 hotels located in the heart of the best Italian cities, London, Paris and New York, and a total of 4.100 rooms. As ambassador of high-end Italian lifestyle and hospitality excellence, Starhotels offers an outstanding service that exceeds guests' expectations. Travellers can choose the hotel that best fits their needs, selecting between the Group's two brands.

The prestigious **Starhotels Collezione** – city icons in the heart of the best global destinations – stand out for their stunning locations, their refined, elegant interiors and a flawless, tailor-made service. Twelve charming unique townhouses with a strong heritage and a distinct personality, for memorable experiences. The Starhotels Collezione are located in New York, Paris, London, Milan, Rome, Florence, Venice, Siena, Trieste and Vicenza.

The **Starhotels Premium**, located in the most beautiful Italian cities like Milan, Rome, Florence, Naples, Turin, Genoa, Bologna, Parma and Bergamo, are characterized by a distinctive and contemporary style and are able to provide an intangible sense of well-being through an excellent and welcoming service.

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