

Starhotels presents the new advertising campaign dedicated to Starhotels Collezione

The new 2019 campaign, launched nationally and internationally,
tells the refined Italian hospitality signed by Starhotels Collezione in an
imaginative and original way.



Florence, May 13, 2019. Dream and reality blend together in the new brand campaign for **Starhotels Collezione**, the symbol of an extraordinary travel experience, with an inspired and dreamlike tale that goes beyond the typical clichés of the hospitality industry. A narrative that projects into the charming atmosphere of twelve iconic hotels located in the heart of the most beautiful cities in the world, where personalized welcome, attention to detail and timeless elegance are combined with the all-Italian passion and spirit that have always characterized Starhotels.

The campaign designed by **Ogilvy** – one of the most important communication agencies in the world – captivates and intrigues, inviting us to discover the Starhotels Collezione properties as if they were treasures conserved inside an elegant trunk. And all around this tactile and real priceless chest, is a world made of dreams, lightness and elegance, with retro imagery and contemporary figures.

What's depicted is a wonderful world within which Starhotels Collezione recounts its unique hospitality brand, unlike anything else and exquisitely Italian, a philosophy that offers unforgettable experiences.

This portrait combines concrete elements with intangible details, evoking the past: real figures – an elegant lady with her dog, a doorman in his elegant uniform, a polite and laid-back bellboy, a waiter with a silver bell in hand – are shown beside retro and vaguely ethereal imagery, like a hot-air balloon, a key as a symbol of hospitality and, in the background, airy clouds, all together creating an abstract tableau that is made all the more surreal by the timeless black and white colour palette.

The campaign dedicated to Starhotels Collezione will be followed by a declination in various subjects. Each will feature a tailor-made layout highlighting each hotel's personality and that of the city that hosts it.

Starhotels Collezione is positioned in the upper upscale & luxury 4 and 5 star segment and includes Helvetia & Bristol in Florence, The Franklin, The Gore, and The Pelham in London, Rosa Grand in Milan, The Michelangelo in New

STARHOTELS®

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York, Castille in Paris, Hotel d'Inghilterra in Rome, Grand Hotel Continental in Siena, Savoia Excelsior Palace in Trieste, Splendid Venice in Venice and Hotel Villa Michelangelo in Vicenza.

Aimed at both Italian and international audiences, the campaign is now live on the most influential travel, lifestyle and fashion magazines in Italy and on the main lifestyle, travel, economic and information websites in the United States, France and the United Kingdom.



Starhotels

Starhotels, a leading private, Italian hotel company in the upscale and upper scale & luxury markets, with 29 hotels located in the heart of the top Italian cities, London, Paris and New York, for a total of 4,100 rooms, aims to be synonymous with the excellence of Italian hospitality, offering an impeccable service that excels at anticipating the guests' wishes and exceeding their expectations, allowing them to select the hotel best suited to their needs, choosing between the company's two brands.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful cities in the world – stand out for their strategic positions, sophisticated design and bespoke services. These 12 fascinating historic residences, each vouching a strong character, offer memorable experiences. Starhotels Collezione properties are located in New York, Paris, London, Milan, Rome, Florence, Venice, Siena, Trieste and Vicenza.

The **Starhotels Premium** hotels, situated in the heart of the most beautiful Italian cities, like Milan, Rome, Florence, Naples, Turin, Genoa, Bologna, Parma and Bergamo, are characterized by a distinct and contemporary style and by an excellent, welcoming service able to convey an intangible sense of well-being to their guests.

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