



THE FRANKLIN LONDON

**THE FRANKLIN LONDON – STARHOTELS COLLEZIONE
AWARDED ‘BEST NEW LUXURY HOTEL’ AT WORLD LUXURY HOTEL AWARDS 2017**



LONDON, 13th December 2017: Starhotels is delighted to announce that [The Franklin London – Starhotels Collezione](#) has been awarded as the ‘Best New Luxury Hotel’ at [World Luxury Hotel Awards 2017](#).

The grand gala ceremony, hosted at the Kulm Hotel St. Moritz on the evening of December 2nd 2017, is renowned for providing true recognition to luxury hotels and resorts in their relevant categories around the globe. It is the pinnacle of achievement and offers recognition for earning the respect of guests and industry players alike.

The Franklin London – Starhotels Collezione, part of LVX Preferred, was acquired by Starhotels in 2014 and, following a full design overhaul by designer Anoushka Hempel, reopened to guests in September 2016. It is one of the latest additions to Starhotels Collezione, 12 city icons, each with its own history, heritage and personality located in the heart of some of Italy’s and the world’s greatest cities like Rome, Florence, Venice, Milan, London, Paris and New York.



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Set in an elegant Victorian building nestling in the lush beauty of the private Egerton Gardens, The Franklin combines the warmth of a private home with the impeccable service of a luxury hotel. Here, the charm of an English house meets the magic of Italian design, and the result is a unique, original style that has transformed the Franklin into one of the most outstanding 5-star boutique hotels on the London scene.

Alessandro Pinna, Group Marketing Director of Starhotels nicely accepted the award at the Kulm Hotel St Moritz on Saturday evening and added:

“We are very excited to be awarded ‘Best New Luxury Hotel’ at this year’s ceremony. The Starhotels team has worked tirelessly to make this luxury hotel opening a success. We are delighted that our combination of refined Italian hospitality, prime location, outstanding craftsmanship and unique design has impressed our guests and other industry players. Winning this award will not only further instill confidence in our guests, but retain loyal clientele in this highly competitive market.

We definitely believe that this award will assist in growing recognition for Starhotels, as well as encourage continuous growth and development of The Franklin London – Starhotels Collezione.”

Recognized as a collection of premier luxury hotels in some of the most celebrated destinations around the world, Starhotels Collezione properties belong to the prestigious *Leading Hotels of the World, Preferred Hotels & Resorts and Small Luxury Hotels* groups.

For more information on Starhotels, please visit starhotels.com or starhotelscollezione.com

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Starhotels:

Starhotels is a Florence-based, family-owned hotel group, epitome of high-end Italian hospitality, with 29 hotels in the most beautiful destinations in Italy, Europe and US. **Starhotels Collezione** is a collection of the brand’s most representative hotels, 12 locally inspired iconic properties with a strong heritage and personality. These hotels combine stunning buildings, a timeless sophistication enriched by Italian unique design and a warm, bespoke service, and are located in New York, Paris, London, Milan, Rome, Florence, Venice, Siena, Trieste and Vicenza.

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