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International lifestyle magazine

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ЛУКА МИССОНИ  
РОЛАНД НЕЙ  
МИХАЛ НОВОТНЫЙ  
ВОЛЬФГАНГ ПАК  
ЭЛИЗАБЕТТА ФАБРИ  
РОБЕРТ ШИНКЕЛЬ

## Островной ИНСТИНКТ

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The Franklin Hotel, London

# Философия комфортной жизни

Текст: Ольга Львовская

Dear Mrs Fabri,

1. Please tell me about the history of your family business.

My father Ferruccio was a building contractor and he started to invest in the hotel business when I was just 9 years old. I've grown up in hotels and I've always loved the atmosphere: it's like living in a big theatre, with many characters performing on the stage every day. Life flows in all its shades in hotels, that's why I fell in love with this business.

2. Have you always wanted to become a hotelier? Did your family support you?

I've always admired my father for his vision and mindfulness and for choosing to invest in hospitality. After high school, I studied so I could help him develop the business on an international level, obtaining a degree in Management at Georgetown University and then attending the Ecole Hotelier de Lausanne, to close my academic career with a Bachelor's in Business Administration at John Cabot University in Rome. My father has always supported me and has given me the opportunity to grow following in his footsteps. After many years helping him through different activities, I finally made my official debut as Hotel Manager in 1992, when I oversaw the purchasing of The Michelangelo hotel in Midtown Manhattan, New York.

3. What is the philosophy of your brand? Has it changed over time?

We lovingly manage hotels with personality and an authentic Italian style, aiming to provide great travel experiences for our guests. We have "l'Italia nel cuore" ("Italy at heart") because the finest Italian hospitality is our passion, getting our inspiration from the art, culture and lifestyle of the beautiful cities where our hotels are located. Our philosophy has grown with time in order to provide increasingly tailor-made experiences, especially in our Starhotels Collezione, the brand's most representative hotels: 12 locally inspired iconic properties with a strong heritage and personality, and an absolute sense of place.

4. Can you maybe tell us what makes Starhotels different from other Italian and international brands?

We aim to be the distinctively Italian hospitality brand both in Italy and abroad, distinguished from the other hotel companies through our attention to warm, bespoke service and the best dining offer.

Italian design is the signature trait for the Starhotels Collezione properties: finest Italian furnishing and fabrics, interpreted along with the style of the hotel's host city, making every property unique.

Strengthening our position in the luxury sector, our dining experience has become memorable thanks to a comprehensive calendar of f&b events.

Coming from the collaboration with the brand Eataly, epitome of fine Italian food products, which oversees the food experience and events in many of our Italian restaurants, Eataly Cooking Stars is a journey into the finest cuisine, with some of the best Italian Michelin Starred Chefs preparing 5 thematic dinners at the Rosa Grand Milan from March to November 2017.

We are also extending our partnerships with great Chefs – for example Michelin-starred Chef Alfredo Russo at the Franklin and Daniel Galmiche at the Gore in London, as well as a new, important name soon to be announced at the Castille Paris.

Besides service, design and dining experience, an important value for us is the selection of a well-trained Italian team, able to make our guests always feel at home in our hotels: we want to provide an easy and relaxed travel experience in all our hotels.

5. A good hotel means an excellent service and a very good management. How do you find general managers for your properties?

Our recruiting philosophy is based on specific attitudes: we've always looked for candidates that share our great passion for the art of hospitality, willing to offer a warm, attentive and discreet welcoming. Lately, we've been focusing on profiles with an international experience and attitude that is able to understand our multi-national guests' needs.

6. A good brand means high standards. How do you ensure that all these high criteria are equally met in all of your hotels, including the newly acquired ones?

We have improved our tailor-made proposition, especially in our Starhotels Collezione properties, and the level of our standards is now higher and shared, though services may change from one property to another, along with the individuality and uniqueness of our hotels. As we strongly believe in the importance of centralization, all our departments are based in our Florentine headquarters, as this helps us keep all our brand standards aligned.

7. You have an excellent hotel in Milano - ECHO. How does the idea of sustainability come to you?

The attention to eco-sustainability is becoming increasingly important for contemporary travelers. In September 2011, we were among the first in Italy to project an eco-chic hotel, Starhotels E.c.ho., a pleasant eco-friendly hotel in Milan designed by Andrea Auletta. This 4-star hotel, a few minutes from the city centre, features smart green design and low energy consumption.

The idea behind the project was to open the first ecological hotel in Milan, inspired by a new “green” hospitality concept in harmony with the environment, an elegant place expressing the simplicity of style with natural elements and great attention to details, with plenty of natural light everywhere thanks to the ample windows, terraces and other outdoor spaces.

8. How do you realize the sustainability concept (special services, material used in the interior etc.)

Starhotels E.c.ho.’s 143 “green” rooms are designed to be contemporary and eco-sustainable, featuring materials, furnishings and fabrics certified to avoid energy waste. When guests aren’t in their rooms, intelligent air conditioning and lighting systems reduce consumption. The bathrooms are equipped with taps that reduce water use without compromising maximum comfort and we only used sustainable and biodegradable materials.

We’re dedicated to combining style with true ecological substance. Our staff is highly committed to offering wonderful travel experiences while minimizing their impact on the environment, always keeping our guests involved in our mission and responsible for their behavior by providing information about our green policy, stringent environmental standards and how to act responsibly to reduce pollution.

9. In these challenging times, how do you estimate the perspectives of growth for the luxury sector? Is it true to say that nowadays the luxury concept has changed?

Starhotels has been investing in the luxury sector, with its recent acquisition of 5-star properties (Hotel d’Inghilterra in Rome, Helvetia & Bristol in Florence, Grand Hotel Continental in Siena and the resort Hotel Villa Michelangelo near Vicenza) and, in the UK, the Franklin in London, a boutique hotel opened in August 2016 in the heart of Knightsbridge with internationally renowned designer Anouska Hempel adding her signature to its interiors. The desire for life experiences has led to the increased demand for travel. The luxury concept has changed in terms of travellers’ expectations: in general, they are looking more and more for authenticity and uniqueness. Vacation is perceived as an active experience that must be memorable and travellers want to be included in the real life of a destination: the winning card is to develop a sense of place.

10. Traditional question of our magazine: give us 5 insider tips – how do you choose the best hotel?

I choose to stay in hotels that have excellent service with caring employees, the best location that offer an authentic food experience, pay attention to small details (i.e. the best quality of bed linens and amenities) and have a welcoming fragrance in the room: this is just what our guests can find in our hotels and of course what I look for when I travel.