

## **Helvetia & Bristol Firenze - Starhotels Collezione unveils two new panoramic suites**

*A harmonious blend of timeless style and contemporary  
comfort in the heart of Florence*



*Florence May 8<sup>th</sup> 2025* - In the heart of the city, **Helvetia & Bristol Firenze – Starhotels Collezione** enhances its offer with two exclusive new panoramic suites, located on the fifth floor of the historic building. This new chapter strengthens the harmonious dialogue between the refined classical elegance of the Helvetia wing and the sophisticated, contemporary design of the Bristol wing, curated by renowned interior designer Anouska Hempel.

The new suites boast an unrivalled view over the city's most iconic landmarks, from Brunelleschi's spectacular dome to the imposing Palazzo Vecchio, offering a unique stay experience where handcrafted details meet refined and welcoming design. The furnishings of both suites incorporate elements inspired by Anouska Hempel's sophisticated aesthetic vision for the Bristol wing: many of the intricate details were crafted by skilled Florentine artisans, such as the hand-decorated brass furniture made by the



Bronzetto, the hand-painted marble tables by Bianco Bianchi, and the antiqued mirrors, honoring the rich Italian craftsmanship tradition. This unique blend of the Helvetia and Bristol wings creates an unprecedented harmony between heritage and modernity, designed for guests seeking a high-end stay in an intimate, discreet atmosphere.

**Suite 560** (66 sqm) offers breathtaking views over the iconic Brunelleschi dome and Giotto's bell tower. The interiors evoke the charm of traditional craftsmanship, a hallmark of the Helvetia wing, such as the bathrooms adorned in sophisticated and distinctive two-tone marble—featuring both a service bathroom and a main bathroom with bathtub and shower—and a lounge with refined French-style furnishings. These elements coexist seamlessly with the design of the Bristol wing, including the elegant canopy bed and hand-painted marble side tables.

**Suite 550** (74 sqm) pays homage to the decorative identity and tradition of the Helvetia wing, with coordinated textiles and wall motifs, a cozy panoramic lounge area, and a glass balcony offering spectacular views of the city—from the magnificent Duomo on one side to the Arnolfo Tower of Palazzo Vecchio on the other. The bathrooms, clad in exquisite marble, offer a perfect combination of elegance and functionality. The suite features a main bathroom with separate bathtub and shower, and a service bathroom, both designed to provide a refined and relaxing ambiance. Marble surfaces are paired with bespoke details and furnishings, creating perfect harmony between aesthetics and comfort.

Guests seeking the ultimate in exclusivity may reserve both suites, thereby privatizing the entire fifth floor for a tailored stay steeped in charm, privacy, and comfort.

Adding further value to the experience is the exclusive suite-only room service, the result of a collaboration with two icons of Italian excellence and hotel partners: **Cibrèo and Iginio Massari Alta Pasticceria**.

Cibrèo offers a selection of iconic dishes and sophisticated cocktails to be enjoyed at any time of day in the privacy of the suite. For those who love to start their day with something truly special, whether with family or to celebrate a meaningful moment, suite breakfasts are enhanced with a curated selection of products by Iginio Massari: oven-baked cakes, leavened pastries, and made-to-order sweets—exclusive creations available through the Guest Relations service. His delicacies are also featured in the suite's welcome amenities, offering guests a first taste of the excellence that awaits.

With these new suites, Helvetia & Bristol Firenze – Starhotels Collezione reaffirms its commitment to bespoke, top-tier hospitality: authentic, sophisticated, and unforgettable.

#### Helvetia & Bristol Firenze – Starhotels Collezione

Helvetia & Bristol Firenze – Starhotels Collezione is a historic residence just steps from Palazzo Strozzi and Via Tornabuoni and the first luxury hotel in the heart of Florence since 1885. Reopened after a masterful renovation of the historic wing, which marked its rebirth, the recent expansion has enriched the hotel with 25 new seductive rooms and suites designed by the famous interior designer Anouska Hempel. The project expresses the authentic soul of the city, creating an intimate connection with the territory, thanks to the precious contribution of great Florentine master craftsmen. The gastronomic experience signed by Cibrèo, an icon of Italian and Florentine food and wine, and LA SPA, the new wellness center located where the ancient Roman Baths once stood, make the hotel an incredible experience.

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## Starhotels

Starhotels, the leading private Italian hotel group, is a benchmark in the 4- and 5-star hospitality sector. The group boasts 31 hotels with a total of over 4,200 rooms and luxury residences located in the heart of the most desirable Italian destinations, as well as in London, Paris, and New York.

Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that anticipates and exceeds the desires and expectations of its guests.

The prestigious **Starhotels Collezione** – style icons in the world's most beautiful destinations – stand out for their prime locations, refined interior design, and personalized service. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice, and Vicenza.

**Starhotels Premium**, situated in the heart of Italy's most beautiful cities – including Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno, and Turin – are distinguished by their contemporary style, a perfect synthesis of elegance and comfort, and by excellent, welcoming service that conveys an intangible sense of familiarity and well-being to every guest.

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