

Starhotels appoints Stefano Squecco as the new Cluster General Manager to oversee their London properties



London, 14th April 2025 – Starhotels is proud to announce the appointment of **Stefano Squecco as the new Cluster General Manager of all three hotels in London: The Pelham, The Gore, and The Franklin** which are part of the fourteen, soon-to-be fifteen, luxury properties of the Starhotels Collezione. Mr. Squecco officially assumed his new role in January, bringing his passion for luxury hospitality and extensive experience in the sector, as well as a keen eye for interior design, and a deep appreciation of Italian heritage to these iconic hotels.

The appointment marks an exciting chapter for Starhotels in London, a curated collection of unique hotels that combines Italian style and hospitality with the cultural heritage of each location. The Pelham, The Gore, and The Franklin each offer guests an intimate and personalised experience while maintaining the high-quality service for which Starhotels is renowned.

Mr. Squecco's vision is to continue to establish the Starhotels properties in London as culinary and social landmarks, making them the 'go-to' destinations for both guests and Londoners alike. His leadership will focus on elevating the food and beverage experiences, curating innovative dining concepts, and fostering a sense of community around each hotel.

Mr. Squecco brings considerable expertise and a deep understanding of the luxury hospitality sector, having most recently served as General Manager at the prestigious St. James's Hotel and Club in London and at Blakes Hotel, London - the first boutique hotel in the world designed by Anouska Hempel. Returning to London after notable international roles, Stefano joined Pennyhill Park Hotel & Spa, part of the Exclusive Collection, to broaden his experience within the English



country estate hospitality scene, as Deputy General Manager. Mr. Squecco has demonstrated a passion for creating unique guest experiences, spotting trends and cultivating new ideas to drive revenue, from spearheading food festivals at iconic hotels worldwide to representing the prestigious properties he was working for at a wider international level – Hotel Cipriani as F&B Manager, Molino Stucky Hilton in Venice, The Rome Cavalieri Waldorf Astoria in Rome, as Director of Operations.

His commitment to social responsibility is also evident in initiatives such as an outreach programme providing employment opportunities for women at Venice's correctional facilities. Mr. Squecco is fond to have worked alongside the culinary pioneer Julia Child coordinating her yearly Cooking Classes hosted at the Hotel Cipriani.

Commenting on his appointment, Stefano Squecco said: *"I am honoured to join Starhotels and lead these three prestigious London properties – each of which has its own unique charm and personality. With exciting developments ahead—including refreshed menus by our talented Chef Frederick Forster at The Gore's 190 Queen's Gate restaurant, authentic culinary creations at The Pelham's La Trattoria by Alfredo Russo, and the launch of a brand-new afternoon tea menu at The Franklin, and upcoming culinary innovations at The Franklin Restaurant, also curated by Michelin-starred Chef Alfredo Russo. I'm excited to work alongside our talented team to continue creating exceptional experiences and unforgettable moments for our guests."*

Mr. Squecco will work alongside J-J Pollak, Hotel Manager of The Gore, and Ryan Dunlop, Hotel Manager of The Pelham, further strengthening the leadership across these iconic properties.

The Pelham London - Starhotels Collezione

The iconic property set in the heart of South Kensington, a few steps from Kensington Gardens features 52 rooms and suites, each of them with its style and design and cosy meeting rooms: the perfect venue for business and private events in London. The hotel's interiors were designed by Kit Kemp. After the acquisition by Starhotels in 2014 many elements were renovated, but the hotel maintained the same overall aesthetic. Bright interiors blend contemporary with antique, creating a peaceful atmosphere with bright pops of colour on furnishings.

The Franklin London – Starhotels Collezione

Tucked away on a quiet residential street in Knightsbridge overlooking Egerton Gardens, The Franklin London – Starhotels Collezione is one of London's most stylish luxury boutique hotels, designed by international interior designer and hotelier Anouska Hempel. The 35-bedroom hotel has her signature style throughout, having drawn her inspiration from her own lifestyle and love of travel, masterfully combining sensual Eastern influences with echoes of Italy and Morocco. With the spirit of a glorious bygone era, she has created a property that feels more like a warm and inviting private townhouse than a hotel.

The Gore London – Starhotels Collezione

Established in 1892, The Gore London – Starhotels Collezione is an iconic beacon of British hospitality. Brimming with Victorian eccentricity, the historic boutique hotel boasts 50 lavishly appointed rooms and suites that are individually furnished, marked by vivid colour, wood-carved four-poster beds, and antique furniture. The Gore London – Starhotels Collezione is ideally located in Kensington within a short distance from the capital's many cultural and leisure hotspots. The Gore London – Starhotels Collezione is part of Starhotels Collezione.

Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the 4- and 5-star hotels sector. The Group counts 31 hotels with more than 4,200 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Paris and New York. Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Vicenza and Venice.

Starhotels Premium, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

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