

Hermitage Hotel & Resort: Starhotels brings the Italian *villeggiatura* to Forte dei Marmi

Forte dei Marmi (ITALY), May 19th, 2026 – Some places do not reveal themselves at first glance, **Hermitage Hotel & Resort** is one of them. It is not from the street that it makes its impression, but upon arrival, when the space suddenly opens up and the noise gives way to the quiet of the greenery. In **Forte dei Marmi**, where everything may seem already known, there is still a place capable of surprise: more than one hectare and a half of private gardens unfold as an unexpected oasis, a hidden retreat that has long defined the identity of this historic Versilia address.

Beginning **May 28**, the storied Hermitage Hotel & Resort joins **Starhotels Collezione**, bringing back to Versilia a destination deeply rooted in the collective memory of Forte dei Marmi and in the most authentic idea of the Italian summer holiday.

Set amid **lush greenery**, Hermitage Hotel & Resort offers a more private, relaxed experience, where spaces breathe and time naturally slows down. Here, nature is not simply a backdrop, but a living presence that accompanies every moment of the stay, creating a sense of intimacy and well-being that is increasingly rare. The sea is only minutes away, yet reaching it becomes part of a slow, quintessentially Forte dei Marmi ritual: by bicycle, or aboard the hotel's private electric shuttle.



The indoor and outdoor spaces are designed to be enjoyed throughout the day, moving naturally between moments of **relaxation, sociability, and conviviality**. This is where the spirit of Hermitage truly emerges: a place to return to, rather than simply arrive at, where every stay is shaped gradually through relationships and small rituals. It is an ideal destination for families, who find here **freedom, authenticity, and a natural sense of home**, far from more standardized models of hospitality.

The 59 spacious rooms and suites, conceived also for **longer stays**, welcome guests with generous wardrobes and private terraces or livable verandas opening onto the greenery. Their



tones recall the palette of Versilia – sand, sky, and vegetation – while the silence of the garden surrounds every evening and every awakening.

At the heart of the park, **Cabana Beach** introduces an unexpected dimension: a poolside beach, with Forte dei Marmi's iconic cabanas set among tropical vegetation of palms, banana trees, and strelitzias. A place to linger even during the warmest hours of the day, amid shifting light, soft shade, and restorative calm.

The **culinary offering** unfolds across the property's different spaces, with a generous and informal selection ranging from pizza to barbecue, alongside the traditional flavors of Versilia. At **Orto all'Hermitage Restaurant**, surrounded by lemon trees, flowers, and aromatic herbs, the cuisine celebrates seasonality and the local territory with simplicity and care. The **organic garden** lies at the heart of the farm-to-table philosophy: a living space that becomes an experience in itself, from tastings and aperitifs to moments of conviviality among guests. As evening falls, the atmosphere evolves without ever losing its spontaneity: slow sunsets, drinks at the **Cabana Lounge Bar** stretching into the night, and dinners beneath the pergola, in a natural balance of elegance and informality.

Hermitage also redefines the idea of the **contemporary family resort**. For younger guests, there is not simply a play area, but an entire world of their own, set in a dedicated green space away from the adults' relaxation areas. Those who wish to truly unwind can do so, knowing that their children are happy and in good hands. Between sand, sports, and creative activities, the weekly program offers a rich and engaging mix of experiences – from Lego Lab to Circus Lab, and the ever-popular treasure hunt – while each day ends with small shared sunset rituals, from gelato and music to moments designed especially for the little ones.

“Hermitage escapes traditional definitions: it is not simply a seaside hotel, but a nature-filled retreat. It is our first resort, and we wanted it to be exactly this: a place where guests can enjoy the privilege of slowing down, defined by an elegance that does not need to announce itself,” says **Elisabetta Fabri, Starhotels' President and CEO**. *“Its garden, its intimate atmosphere, and its authentic relationship with guests express a way of experiencing hospitality that feels deeply our own: the memory of Italian summer holidays as they once were. An experience where relationships and tranquility have room to flourish again. Hermitage does not set out to impress. And yet it does. Because it is rare. Because it is hidden. Because, once discovered, it is difficult to forget.”*

Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The group counts 34 properties, with more than 4,500 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Lugano, Paris, and New York. For over 45 years, Starhotels has represented the excellence of Italian hospitality, embodying the values of Made in Italy, even abroad, through every detail. This vocation is also expressed through *La Grande Bellezza – The Dream Factory*, a contemporary patronage project founded in 2019 dedicated to promoting Italian high craftsmanship.

The prestigious **Starhotels Collezione** – icons of style in the world's most beautiful destinations – stand out as historic residences and boutique hotels with a unique identity, capable of reflecting the authentic soul of the cities in which they are located. Starhotels Collezione properties can be found in prime settings in Florence, Forte dei Marmi, London, Lugano, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice, and Vicenza.



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 strategic locations and contemporary style, providing the perfect blend of elegance and comfort, an intangible sense of well-being through excellent and welcoming service.

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