

Teatro Luxury Apartments Accepted Into Membership of Preferred Residences

FLORENCE, Italy, April 27, 2026 – [Teatro Luxury Apartments Firenze - Starhotels Collezione](#) has been accepted into membership of **Preferred Residences**, a global collection of sophisticated residential accommodations that represent the highest level of living with luxury.

Distinctively designed and thoughtfully appointed, properties within the collection range from beachfront bungalows to contemporary city-center apartments. Each residence is situated in one of the world's most sought-after destinations and offers a curated blend of services and amenities – delivering the convenience of a hotel stay with the privacy and comfort of a home. Preferred Residences is part of Preferred Hotels & Resorts, the world's largest independent hotel brand, representing more than 625 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries.

Located in Florence's historic center along Via Magenta, just steps from the Arno's scenic Lungarni and Santa Maria Novella, **Teatro Luxury Apartments** offers 156 sophisticated, apartment-style residences set within the reimagined former Teatro Comunale di Firenze. The property seamlessly blends heritage and modern Italian design, with interiors inspired by Italy's grand theaters – featuring Art Deco influences, rich materials, and expansive layouts. Residences range from studios to three-bedroom apartments, each equipped with full kitchens, thoughtful storage, and elevated amenities including private terraces, panoramic city views, designer bathrooms, and select Turkish baths.

Guests enjoy a comprehensive suite of services, including 24-hour reception, concierge, housekeeping, and curated Signature Experiences – such as private wine tastings in the Tuscan countryside and hot air balloon rides over the rolling hills – alongside a range of lifestyle-driven amenities such as communal lounges, and a panoramic rooftop terrace with a hydro pool. The property also offers exclusive access to the historic Circolo del Tennis Firenze 1898, as well as a forthcoming wellness center and two dining venues. Designed for both short and extended-stay guests, Teatro Luxury Apartments delivers a residential experience rooted in culture, comfort, and connection to the local community.

All guests of Teatro Luxury Apartments are now eligible to enroll in [I Prefer Hotel Rewards](#), the brand's points-based loyalty program with more than 6 million travelers currently enrolled globally. Complimentary to join, *I Prefer* members earn points redeemable for cash-value Reward Certificates, Elite status, and other special benefits upon eligible stays at nearly 700 participating hotels and resorts worldwide.

Preferred Hotels & Resorts brings strategic advantage to hotel owners, operators, and management companies through brand prestige and global operating scale, supporting the goals of its member hotels by providing strategic group, corporate, and leisure sales, integrated marketing solutions, comprehensive revenue management, global connectivity through reservations services, progressive distribution technology, and individualized guest support. Every property within the portfolio is required to maintain the high-quality standards and unparalleled

service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. Through its four global collections – Legend, L.V.X., Lifestyle, and Preferred Residences – Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their needs and life and style preferences for each occasion.

For reservations and more information, visit www.PreferredHotels.com.

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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