

**THE HELVETIA & BRISTOL FIRENZE – STARHOTELS COLLEZIONE
BECOMES A MEMBER OF ALTAGAMMA FOUNDATION,
THE AUTHENTIC AMBASSADOR OF ITALIAN STYLE**



Florence, 08 February 2022. Starhotels is pleased to announce that the Helvetia & Bristol Firenze – Starhotels Collezione has been selected to join the exclusive Altagamma Foundation that, since 1992, gathers High-End Italian Cultural and Creative Companies, recognized globally as authentic ambassadors of Italian style. The mission of Altagamma is to increase the competitiveness of the High-End industry, contributing to Italy's economic growth.

Founded in 1885, the Helvetia & Bristol is a historic residence with timeless charm located in the heart of Florence, a few steps from Palazzo Strozzi, the Duomo and the luxury boutiques of Via de' Tornabuoni. Here, even today, you can still live the atmosphere that the international élite experienced and loved during their trips to Italy at the times of the Grand Tour.

The hotel has reopened its doors after an extraordinary renovation and expansion which, thanks to the precious contribution of Florentine master craftsmen, has preserved the original nineteenth-century structure and enriched it with 25 new rooms and suites designed by the internationally renowned designer Anouska Hempel, and a new restaurant by the iconic Cibrèo. A surprising new SPA, built on the site of the former



HELVETIA & BRISTOL
FIRENZE

Capitoline baths of the Roman Florentia, will be completed and launched in Spring 2022.

The philosophy of this Florentine masterpiece strongly embodies the common values shared with Altagamma and its affiliates, in particular the promotion of Italy's beauty and style, main source of inspiration for the signature "Made in Italy" hôtellerie by Starhotels, and the principles that guided the renovation of the hotel carried out thanks to the participation of local master craftsmen.

"We are proud for the Helvetia & Bristol to be part of Altagamma, a Foundation that represents the excellence of Italian lifestyle and entrepreneurship" comments 'Cavaliere del Lavoro' Elisabetta Fabri, President and CEO of Starhotels. "I have always strongly desired for our hotels to be the ambassadors of Italianness in the world, a vision that over the last two years has become even more tangible thanks to the decision to purchase and invest exclusively in products 'Made in Italy' thus giving our concrete support to the creativity and economy of this country. Joining this prestigious Foundation today has a strong meaning to us and confirms the value of investing in our heritage, beauty and unique skills."

Unique for its transversality, Altagamma welcomes 113 brands from the 7 sectors of fashion, design, jewelry, food, hospitality, motors and boating. The mission of Altagamma is to contribute to the growth and competitiveness of companies that are part of Italians cultural and creative industry, thus also offering a contribution to the country's economic development.

The top of the range represents an industry worth 126 billion euros in Italy and contributes 7,4% to the GDP. The export share is about 50% and it involves 1,922,00 direct and indirect employees. www.altagamma.it

Helvetia & Bristol Firenze – Starhotels Collezione

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Starhotels

Starhotels, a private, Italian hotel company operating in the upscale and upper scale & luxury sectors, is a market leader in the hospitality industry. The Group vaunts 30 hotels located in the heart of the top Italian destinations, London, Paris and New York, for more than 4,200 rooms.

Starhotels aims to be synonymous with the excellence of Italian hospitality, offering an 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, Venice and Vicenza. In January 2020, Terme di Saturnia Natural SPA & Golf Resort became part of Starhotels Collezione, joining the twelve fascinating historical residences already present.

The **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, perfect combination of elegance and comfort, and are able to provide an intangible sense of well-being through an excellent and welcoming service.

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