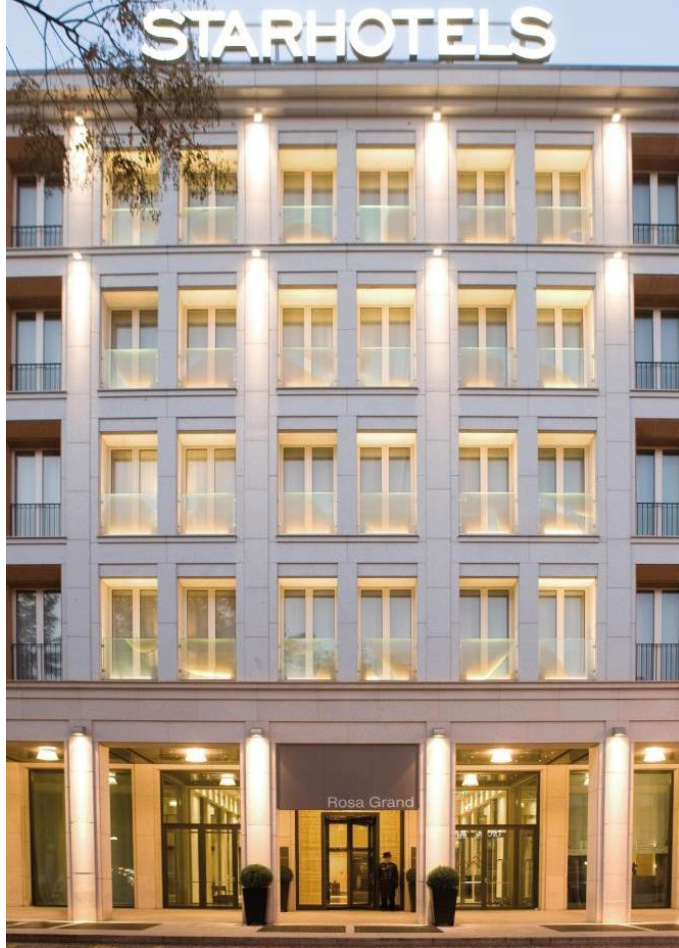


ROSA GRAND MILANO – STARHOTELS COLLEZIONE
A style icon in the heart of the fashion and design capital



It would be quite impossible to find a more strategic or prestigious location. The **Rosa Grand Milano – Starhotels Collezione** stands in the true heart of the city, overlooking the historical Piazza Fontana, behind the imposing Duomo cathedral, recalling its colors with the facade made of white marble and pink granite.

Milan's Fashion District is just a stone's throw away, and some of the city's great art collections (Palazzo Reale, Brera District, the Museo del Novecento) are literally around the corner as are the Galleria with its elegant boutiques and *belle époque* cafes and the Teatro della Scala, the world's most famous opera house. The Milan Stock Exchange, the city's beating financial heart, and the new skyscrapers are also quite near making the Rosa Grand a contemporary destination where business becomes leisure. Well connected by subway, tram, and sharing services for many kinds of transport, the Rosa Grand is the perfect starting point for discovering the best of Milan, Italy's most cosmopolitan and stimulating city.



A long history of hospitality

The history of the Rosa Grand is multilayered: originally, the spot where the hotel now stands was occupied by ancient Roman ramparts. The centuries that followed saw the construction of a monastery, which in the early 1900s was converted into a fashionable hotel for the international theater elite. It became the “Rosa” after the Second World War, taking the name of the new owner, in the 80s it was acquired by Starhotels and became “Grand” following the expansion in 2009.

The present structure combines three different buildings, the original structure accessible via a pedestrian passageway on Via Pattari, the one overlooking Via Cesare Beccaria, which was adjoined in the 90s, and the main building, which is also the most recent one, with entrance on Piazza Fontana.

Several reconstructions, renovations, and tasteful restylings have made the Rosa Grand one of the most appreciated hotels in the center of Milan, with exceptional capacity – 346 rooms of 7 different categories - and a widely versatile offering.

Comfort and luxury: a stylish discretion

Gold and pink are the chromatic notes that run like a melody throughout the hotel décor. Together they embody the twin souls of the Rosa Grand: luxurious yet comfortable, prestigious yet warm. Perfect for those who need a convenient base in the center of Italy’s hectic business capital, equally so for those looking for a romantic oasis to experience the more seductive, slow-paced side of Milan.

Every last detail of the hotel is considered with love and care, from the colors of the wallpapers to the comfortable **Starbed mattresses**, there’s even a **pillow menu** to accommodate the preferences of individual guests.

Particular attention has been devoted to the lighting design, as important as the works of art, the ample vases full of fresh flowers and the stylish armchairs. From the flood of natural light in the main hall guests proceed towards the suffused intimacy of the private areas, true metropolitan alcoves.

A multifaceted hotel: poetry and practicality



Immediately upon setting eyes on the spectacular lobby from the main entrance on Piazza Fontana, brightened by a curved glass cover and crossed steel foils, guests can grasp the magnitude of the Rosa Grand. Considered one of the largest reception spaces in the center of Milan: 346 guestrooms, 8 meeting rooms, halls for banquets and ceremonies, terraces, patios, and the splendid Spazio Fontana overlooking the homonymous piazza. The interiors reflect the hotel's signature blend of functionality and aesthetic research.

A dedicated concierge desk is available to recommend itineraries, restaurants, boutiques, and the best transportation methods, and to book visits to monuments and museums upon request. The hotel also offers 24/7 room service, Wi-Fi connection throughout the hotel, a private garage with TESLA and Porsche charging connectors for electric cars, a chauffeur-driven car rental, as well as other services geared at making the guests' stay smooth and memorable. The housekeeping is impeccable and the staff's affable courtesy and elegance invariably wins over those who are looking for something more than cursory politeness.

On the hotel's ground floor guests can choose from an array of common spaces, all spacious and welcoming: the Library, the Grand Lounge & Bar, and the exclusive terrace on via Pattari.



Yet despite its grandeur, every corner of the hotel conveys a sense of intimacy and discretion, thanks also to the romantic views of the Cathedral and the chance to reserve some areas of the Grand Lounge & Bar for private buffets or cocktail parties. From the Sala Aida, which can accommodate up to 300 people, to the most intimate Deluxe Room, the Rosa Grand constantly strives for the highest standards, customized to the needs of the most discerning travelers.



Rooms & Suites

The hallways of the Rosa Grand wind like a luxury labyrinth through the hotel. The 346 rooms are elegant worlds unto themselves, imbued with the vibrant energy of Milan. Here guests can be sure to find the best solution suited to their needs: from the gorgeous Suites overlooking Piazza Fontana to the Family Rooms, designed expressly for those traveling with kids; to the Grand Deluxe, designed with business travelers in mind.

Booking a Suite, a Junior Suite, or a Duomo Luxury Apartment, you will have free access to the exclusive **Golden Lounge**, a new intimate, elegant, and comfortable area, where you can work and relax during the day. An ongoing buffet, cozy sofas, business desks, and dedicated support to elevate guests' stays.

In the rooms recently remodeled by architect Andrea Auletta, who was also in charge of the design of the entire hotel, peacock blue engages in an eloquent dialogue with gold and pink, the signature colors of the hotel, with an occasional touch of sage green and ivory. Parquet floors, wood trims, bespoke gilded lamps, velvet satin draperies, and opaline glass panels inundate the bathrooms with natural light, as well as the powerful photographs of Maurizio Galimberti: everything oozes a typically Milanese taste for design, understated refinement, and impeccable craftsmanship.



Presidential Suite

Our Presidential Suite, located on the top floor with a magnificent city view, is an oasis of light and relax where contemporary and prestige meet.

Incredibly spacious but yet refined, sizing 103 sqm, this accommodation offers an ample and elegant living room, two grand and bright bedrooms, a study, and two bathrooms.



Rosa Grand Suites

Each Suite of the Rosa Grand has a style of its own, mixing handpicked precious fabrics, warm hues, and design accents.

The rooms are imbued with a sense of understated luxury, soothing and intimate, featuring a spacious living room and a bedroom with king size bed. In these oases of light and relax, contemporary flair meets the fine detailing of classic Italian décor: from the curtains to the lampshades; from arrangements of fresh orchids to room fragrances created for the hotel by renowned Florentine perfumers; from travertine marble washbasins to the mosaic decorations of showers and tubs.

The ample square footage makes each Suite a veritable home in the heart of Milan, opening out onto one of the city's most gracious corners: the romantic fountain after which Piazza Fontana is named, and the streamlined 16th century architecture of the Archbishop's palace.



Junior Suites

The Junior Suites are a perfect synthesis of style and attention to comfort that distinguish the hotel. Spacious, elegantly furnished with a palette of sage green and pale pink detailing, they feature an entertainment area with sofa and LCD television, a generous bathroom and a king-size bed with goose down bedding. The majority of Junior Suites offer a splendid view of Piazza Fontana.

Panoramic Junior Suite

The Panoramic Junior Suite, sizing 38 sqm, proposes elegant bedroom and spacious living room with oak flooring, large bathrooms in light porcelain stoneware with luxury bath products. It boasts a private terrace offering a magnificent view over the Duomo spires.



Ivory Grand Deluxe

The exclusive Ivory Grand Deluxe embodies the sober and refined style of the Rosa Grand. A true oasis of tranquility, thanks to the beige and white tones that characterize the furnishings; from the spacious king-size bed to the relaxing corner, enriched by a water vapor fireplace that contributes to create a suggestive atmosphere. The bathroom in fine Italian marble is composed of a double sink, a bathtub, and a large shower. A delightful furnished terrace completes the room making it truly unique.



Grand Deluxe

The Grand Deluxe, elegant and functional, feature waxed walls with calming rose hues, oak parquet flooring, precious fabrics with leather and velvet inlays, and original artworks by Maurizio Galimberti devoted to the theme of the rose, which is also the overall signature theme of the Rosa Grand.

They have a sumptuous king-size bed and a seating area with a desk, all bathed in natural light from floor-to-ceiling windows.



Deluxe Room

The Deluxe Rooms are tastefully furnished with comfortable armchairs and a spacious desk. There's oak parquet flooring and two different color palettes: calming pastel hues for the rooms facing quiet via Pattari or elegant peacock blue for those recently renovated. The bathroom, in white Italian marble, features travertine sinks. Some of the rooms enjoy a breathtaking view over the Duomo.



Family Room

Spacious and comfortable, the Family Room is a cozy refuge for those who travel in style and demand the finest hospitality not only for themselves but also for their children. With Starhotels' "V.I.K. Very Important Kids" service, the youngest guests (under 16 years) will receive their welcome kit featuring amenities, surprises, and tips. For babies and toddlers, our hotels can provide cribs, cots, changing tables, strollers, bathtub trays, bottle warmer, high-chairs, and more amenities, upon request.

An excellent dining experience in the earth of Milan

The gastronomic experience at the Rosa Grand spans the entire day and has been designed as a culinary itinerary, founded on the use of the finest fresh ingredients from artisanal suppliers. From breakfast to a late-night snack, guests are invited to explore the most exciting and authentic Italian flavors.

The morning starts at **Roses** with a breakfast served from 6:30 am to 10:30 am, featuring a range of sweet options accompanied by yogurt, fruit preserves and cheeses.

For a quick gourmet lunch or a formal dinner, the hotel welcomes guests at its flagship restaurant **Sfizio**, with a magnificent outdoor patio on Piazza Fontana, an ample and open space rendered private by a border of hedges. Sfizio's offering plays on dishes full of flavour, always conceived according to the season.



Guided by Chef Bruno Cefalà, **Sfizio** offers dishes that celebrate local and national excellence through the “Km Italia” philosophy: ingredients carefully selected from small producers, with sustainability and seasonality at the core. From *risotto with*

saffron pistils to a reinterpreted costoletta alla milanese, and creations such as the “*Risotto Riserva San Massimo*” with licorice and lemon-seasoned Mazara red prawn tartare, or the “*Chef’s Raviolo*” filled with Spilinga ’Nduja and ricotta, topped with cod mousse with wild fennel, Monaca figs, and fava bean tartare—each dish tells a story of territory, creativity, and passion. The elegant, welcoming atmosphere, complete with an outdoor area overlooking Piazza Fontana, enhances an authentic gastronomic experience in the heart of Milan.

Sfizio is open daily from 12:30 pm to 2:30 pm for lunch and from 7:00 pm to 10:30 pm for dinner.

The **Grand Lounge & Bar** enjoys an enviable position on Via Pattari, a lively pedestrian street just behind the Duomo. With its refined gold-leaf details, polished encausto walls and elegant furnishings, the Grand Lounge & Bar is a gem of contemporary sophistication. Here, guests can enjoy a selection of internationally inspired dishes such as the timeless *Club Sandwich*, *Caesar Salad*, *Niçoise Salad*, *Hamburger*, and classic Italian pizza.

The Grand Lounge & Bar is the perfect place to unwind at the end of the day. Every Wednesday, the space comes alive with *Golden Hour*: a buffet aperitivo accompanied by live jazz music. The drink list pays tribute to Milan through its neighborhoods—from Duomo to Brera, Sempione to Porta Venezia—each expressed through a blend of flavors and aromas inspired by the city. Signature cocktails such as *Duomo*, with spiced gin and a hint of wasabi, and *Sempione*, combining basil with citrus and vegetal notes, perfectly embody the Milanese spirit: sophisticated, bold, and contemporary. Impeccable, discreet service completes the curated gastronomic offering, making the Grand Lounge & Bar an essential stop for the true Milanese aperitivo.

Rosa Grand’s understated elegance also makes it a frequent host for vibrant happy hours and high-level culinary events.

The **Grand Lounge & Bar** is open daily from 9:00 am to 1:00 am.

Rosa Grand is also home to **Roses Pizza & More**, a refined destination dedicated to quality pizza and beloved Italian specialties. Overlooking Piazza Beccaria, *Roses Pizza & More* is the hotel’s contemporary pizzeria: a convivial, relaxed setting where pizza takes center stage. Soy-flour, high-hydration doughs ensure lightness and digestibility, while PDO ingredients such as Piennolo tomatoes and Andria burrata showcase the best of Italian quality. Among the most popular choices is the *Rosa Grand* pizza, topped with Parma prosciutto, buffalo mozzarella, Piedmont porcini mushrooms and arugula. The menu also features gourmet focaccias, fresh salads and international



classics like the *Club Sandwich* and *Fish Burger*, for a versatile, flavorful experience in the heart of Milan.

Roses Pizza & More is open daily from 12:30 pm to 3:00 pm and from 7:00 pm to 10:30 pm.

Meeting rooms

With its central location in the heart of Milan, Rosa Grand offers the perfect ambiance for business meetings and private events. The hotel is equipped with multifunctional conference center with **8 meeting rooms**, deployed around a large foyer and interspersed with relaxation areas, bars and business centers, which can accommodate up to 300 people. Each is equipped with state-of-the-art technology and an experienced team of professionals is ready to take care of the organization, implementation and coordination of any kind of event.

The 8 spacious rooms, reachable from the lobby through the circular staircase, with dimensions ranging from 46 to over 210 sqm, provide the perfect setting for every event. Some rooms are adjacent and can be joined in audio-video conference, depending on clients' needs and on the number of guests.

For spectacular events, the perfect setting is the prestigious 210 sqm **Spazio Fontana**, flooded with natural light through its 14 French windows overlooking Piazza Fontana. It's one of the most sought-after locations in Milan for fashion shows, product presentations and automobile displays, as well as for ceremonies and formal receptions.

Wellness Center

The Wellness Center, located on the hotel's top floor, is equipped with Technogym machines and a relaxation room. It features a spacious private sunning terrace with views of the Duomo and downtown Milan. Specialist treatments are available upon request and personal trainers can be booked for private sessions.

Awards and Recognitions

In 2025, the hotel was awarded with the **Tripadvisor Travelers' Choice Awards**. In the same year, Rosa Grand Milano obtained the **GSTC Industry Criteria for Hotels** certification, issued by **Dream&Charme**.





In 2025, the restaurant Sfizio was recognized by the **Foodish** program, winning the episode and securing the title of “**Best Club Sandwich in Milan**”, awarded by Joe Bastianich.

The Rosa Grand was awarded in the **European Mission Awards 2023** as “*Best Business Hotel for Business Travellers*”.

Rosa Grand Milano – Starhotels Collezione is part of **LVX Preferred** and **Serandipians** by Traveller Made.

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Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group boasts 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. Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating 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, Forte dei Marmi, London, Lugano, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice, and Vicenza.

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