

Client: Portrait Firenze
Source: Grazia
Date: 26 September 2016

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STAY IN FASHION



Models walk across the Trevi Fountain to mark Fendi's 90th anniversary. Above: a luxurious Fendi suite

Fashion hotels are the trend that keeps on giving – next year promises a third Palazzo Versace, the first Karl Lagerfeld Greater China Hotel and a new Bulgari resort, while Tommy Hilfiger plans to launch a line of membership-based hotels. Can't wait until then? Check into one of these designer collaborations, already up and running...

FENDI PRIVATE SUITES *by Fendi*

WHERE ROME
 Immerse yourself in full-on Fendi luxury – just a stone's throw from the Fendi-restored Trevi Fountain is the brand's first venture into hotels, which takes the form of seven sophisticated suites, and opened last December above the

Fendi boutique at the end of Via dei Condotti. The rooms are all about fine Italian materials and craftsmanship, from the Carrara and Levanto marble to the Fendi Casa lamps, linens and towels, and the walls are adorned with original photos by Karl Lagerfeld. **WE LOVE** The private tour of the flagship store that's included in the room rate. **THE LOWDOWN** From £355 per night. fendiprivateSuites.com

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GRAZIA WEEK IN WEEK OUT

ARMANI HOTEL MILANO by Armani

WHERE MILAN

Zoom into Milan's Quadrilatero d'Oro (couture central) on Google Maps and you can spot the Armani Hotel straight away – it's the one shaped like a giant letter A. That's what you call attention to detail, and it carries on inside, where everything's exactly as you'd expect from a designer known for understated elegance. We're talking tasteful, timeless, streamlined chic, with no superfluous knick-knacks sully the sleek lacquered surfaces and not a wrinkle in sight on the fastidiously dressed beds.

WE LOVE Being able to zip round town in style – the hotel has its own Armani-branded Vespa you can hire for the day.

THE LOWDOWN From £425 per night. armanihotels.com



The Armani Hotel (above) is located by Milan's most fashionable shops and close to the famous Duomo (right)



BANNISTERS BY THE SEA by Collette Dinnigan

WHERE MOLLYMOOK, AUSTRALIA

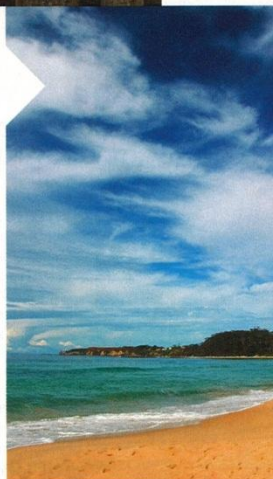
After 25 years of life in high fashion, Australian designer Collette Dinnigan has now transferred her talents to the world of interiors. Her first foray into hotels, launched last autumn, is two penthouse suites at Bannisters by the Sea, on the southern coast of New South Wales, which she's kitted out in covetable coastal-chic style. Think white timber-panelled walls and louvred shutters, linen sofas dressed with hand-printed cushions, and the whole look accessorised with retro surf photos and French market finds.

WE LOVE The in-house restaurant – it's Rick Stein's first in Australia.

THE LOWDOWN Penthouses from £458 per night. bannisters.com.au



Relax on Mollymook Beach (left), south of Sydney, where you stay in a penthouse suite furnished by Collette Dinnigan (above)



PORTRAIT FIRENZE by Ferragamo

WHERE FLORENCE

The name may not give it away, but Portrait Firenze (along with the five other hotels in the Lungarno Collection) is an outpost of the Ferragamo fashion house, which has its headquarters just up the road. This newest addition to the collection has interiors every bit as elegant as you'd expect – it's a harmonious blend of classic and contemporary, with clean lines, luxury fabrics and sophisticated signature shades of soft grey, gold and black.

WE LOVE The 1950s glamour vibe – the walls are lined with archive photographs of Audrey Hepburn, Brigitte Bardot and the like visiting Florence half a century ago.

THE LOWDOWN Rooms from £340 per night. lungarnocollection.com



Experience the beauty and history of Florence (right) while staying at Portrait Firenze (above)

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GRAZIA WEEK IN WEEK OUT



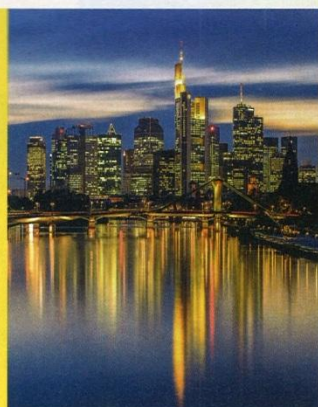
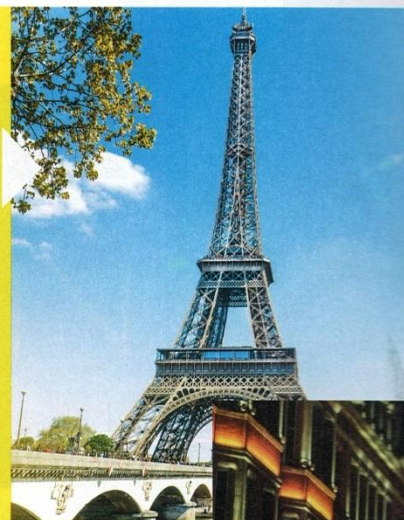
The couture rooms (above) at La Maison Champs Elysées are as iconic as the Eiffel Tower (right)

LA MAISON CHAMPS ELYSÉES *by Maison Margiela*

WHERE PARIS

Five years ago, before John Galiano took over as creative director, Maison Margiela dipped its toes into the hotel world, creating 17 couture bedrooms for La Maison Champs Elysées, along with the restaurant, bar, smoking room and reception. Hidden behind a classic Haussmann facade in the ritzy 8th arrondissement, you'll find monochrome interiors with a generous helping of visual trickery – like the Persian 'rugs' that are part of the paler carpets around them.

WE LOVE Every Thursday, Marinho Paris bring their luxury manicure services to the hotel.
THE LOWDOWN Couture rooms from £340 per night. lamaisonchampselysees.com



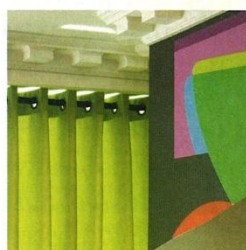
The roof terrace (above) at the 25 Hours Hotel in Frankfurt (left)

25 HOURS HOTEL FRANKFURT *by Levi's*

WHERE FRANKFURT

At the decidedly more affordable end of the fashion hotel spectrum comes this fun and funky fusion between a German budget-boutique brand and the classic US jeans label. Each of the hotel's six floors takes its design cue from a different 20th-century decade and rooms come in assorted shades of blue, inspired by the various denim washes that have taken their turn in the fashion spotlight.

WE LOVE The retro denim – each room comes with a pair of 'forgotten' jeans hanging on the wall.
THE LOWDOWN From £76 per night. 25hours-hotels.com



Hôtel L'Antoine (above) draws on the colour and vibrancy of Paris (right)

HÔTEL L'ANTOINE *by Christian Lacroix*

WHERE PARIS

Rapidly building up a mini hotel empire, Christian Lacroix now has five properties dotted around Paris. Newest of the bunch is Hôtel L'Antoine, in the 11th arrondissement, which takes its design cues from different eras and facets of the surrounding neighbourhood. Compared to some of its sister properties it's restrained, but you'll still find a characteristic clash of patterns, colours and finishes, from concrete walls to bold floral wallpapers, gilt-framed landscapes to golden subway tiles.

WE LOVE The scented candles available at the in-house Rose et Marius boutique, including a limited-edition Lacroix design.
THE LOWDOWN Rooms from £111. hotelantoinebastilleparis.com



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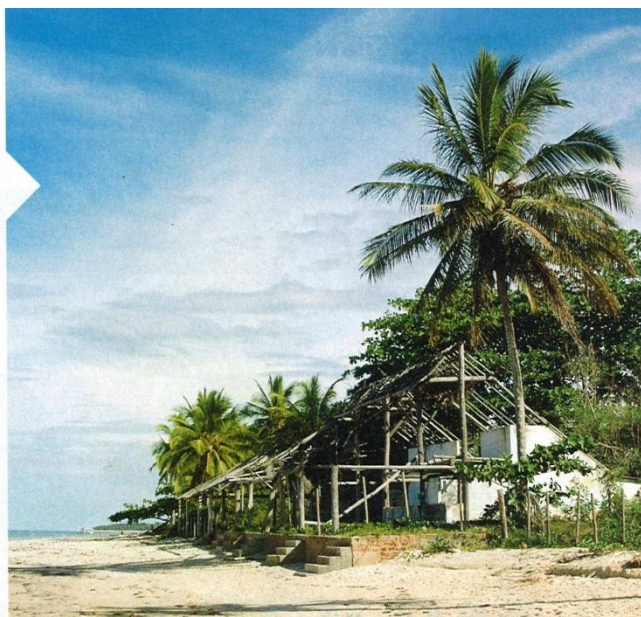
UXUA *by Wilbert Das*

WHERE TRANCOSO, BRAZIL

The name means 'wonderful' in the local Pataxó dialect and there can't be many who'd argue with that description of this boho Brazilian bolthole. Created by Wilbert Das, former creative director of Diesel, it's made up of just 12 casas, some of them restored fishermen's houses, others built using traditional techniques and recycled materials. Expect blurred boundaries between indoors and outdoors, and a rustic-chic look that blends local crafts and vintage finds with 21st-century comforts.

WE LOVE Our fellow guests. Kate Moss, Alessandra Ambrosio and Lily Cole are just a few of the supers who've holidayed here.

THE LOWDOWN Rooms from £305 (excluding tax) per night. uxua.com



BULGARI HOTEL LONDON *by Bulgari*

WHERE LONDON

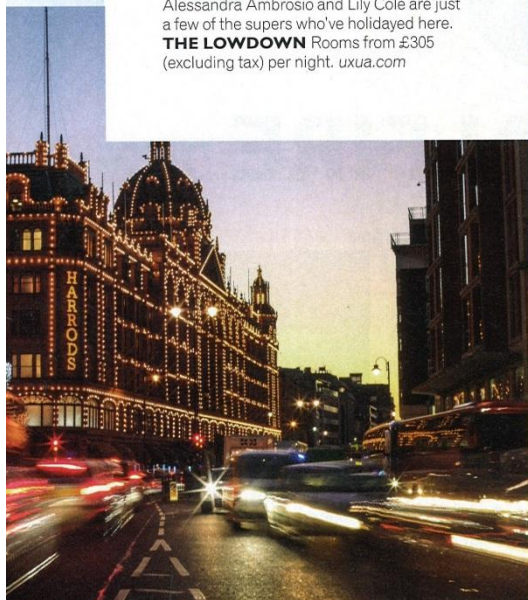
Building a new hotel from scratch rather than converting an existing property allowed Bulgari to get everything just so when they opened their London outpost. Bedrooms are a generous size and everything about the chic interiors shouts expensive, from the gleaming mahogany walls and polished granite floors to the silk damask fabrics and hammered metal bar, which pay tribute to the brand's jewellery heritage.

WE LOVE The two-level spa, complete with beautiful green-and-gold tiled pool that's the jewel in the hotel's crown.

THE LOWDOWN From £515 per night. bulgarihotels.com



Enjoy chic opulence at the Bulgari Hotel (above), minutes away from Harrods in Knightsbridge (far left)



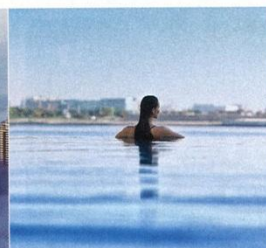
PALAZZO VERSACE DUBAI *by House of Versace*

WHERE DUBAI

Part-neoclassical, part-Arabian, totally Dubai, Palazzo Versace is big, opulent and unashamedly luxe, from the ceilings hand-detailed in gold to the gleaming parquet flooring underfoot. Versace motifs run throughout, with framed scarves on the walls, Medusa heads popping up on everything from drinking glasses to after-dinner mints, and a mighty homage to that J-Lo jungle-print dress in the form of Giardino restaurant, where the familiar pattern is echoed in seat covers, wallpaper and even the waiters' shirts.

WE LOVE The fact that Quincy Jones opens his first-ever bar here in November.

THE LOWDOWN Rooms from £575 per night. palazzoversace.ae



Dubai is a city of statement skyscrapers and luxury hotels such as Palazzo Versace

Words: Suzanne King Photos: Getty, Alamy