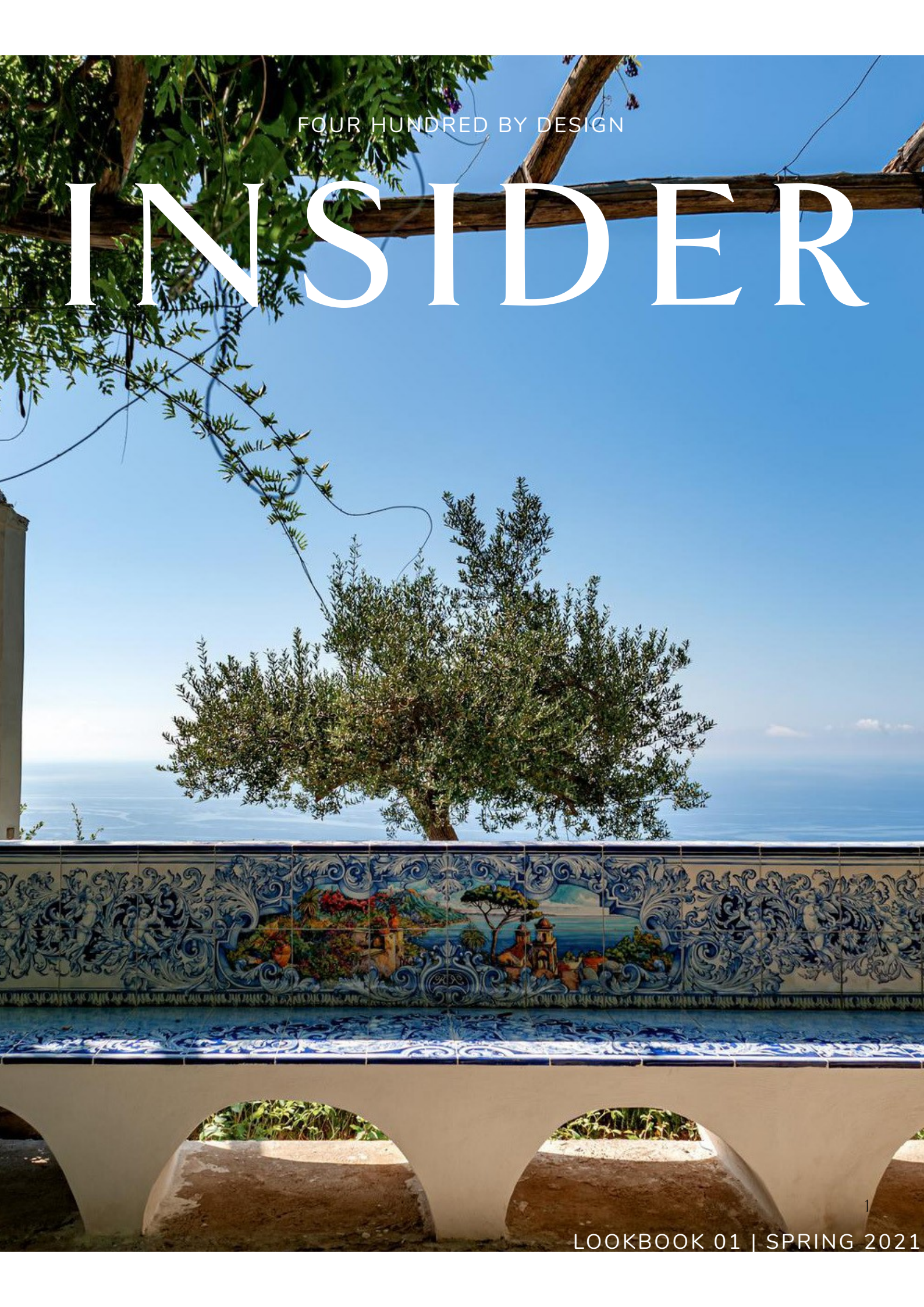


FOUR HUNDRED BY DESIGN

INSIDER



PORTRAIT FIRENZE

Firenze, Italy

Portrait Firenze, the exclusive “residence” pays homage to the city of Florence and paints a fresh portrait of it during a very special time – the fabulous Fifties – a time that saw the birth of Italian high fashion precisely in this area of the city. Throughout the hotel an exclusive black & white photographic reportage bringing this period back to life, depicting the glamour and lifestyle of that era. The building, once known as the Grand Hotel Royal de l’Arno dates to the 1200’s and converted into a luxury hotel in the early 1800’s.

“Portrait is a means, a philosophy, a new style of hospitality. In this incredibly exclusive location, swathed in comfort and elegance, the real bonus is the extraordinary team who magically manages to use this exclusiveness to make all the elements that it consists of vibrantly potent, offering far much more than the usual tailor-made services offered by a deluxe hotel,” says Valeriano Antonioli, the Lungarno Collection CEO.

On the ground floor we find the Caffè dell’Oro and its newly renovated external decor with seven lounges residing along the restored and pedestrian Lungarno degli Acciaiuoli, a chic atmosphere from where to enjoy a front row seat of the Ponte Vecchio.

Partners & Experiences

The name itself – Portrait – expresses the concept of tailor-made hospitality, as if it somehow reflects a portrait of each guest. Our Lifestyle team has consolidated exclusive experiences and partnerships, so guests leave with authentic and unique moments.

Pirelli Cycl-e Around

To discover the beauty of the landscapes surrounding Florence, choose the exclusive sustainable mobility service designed by our partner Pirelli: Cycl-e Around TM. At the Portrait Firenze, new premium e-bikes with pedal assistance are waiting for you to move freely and live unique experiences.

With Cycl-e Around TM you can rent a latest-generation e-bike with Pirelli tires directly at the hotel to discover the area in total freedom or with a guide, discovering exclusive unique itineraries.

Historical Craftsmanship

Private visits and demonstrations of gilding and leather engraving, as well as marbled paper, and a bronze castor workshop dating back to 1925. A visit to the oldest historical silk mill Antico Setificio Fiorentino weaving since 1786 and including an original loom by Leonardo DaVinci.





VIK – Very Important Kids

Our collaboration with VIK – (Very Important Kids that travel with wonder) organizes exclusive tours and activities for families and little travellers coming to Italy, creating fun experiences based on the concept of edutainment.