

# BHL

## MAGAZINE

### PORTRAIT ROMA : REDEFINING HOSPITALITY AS AN ART FORM



No Comments



0



0

By Luigi Irauzqui | May 1, 2023 | BHL Moments, Front Page, Travel

# BHIL

## TRAVEL

*When In  
Rome*

PORTRAIT ROMA

REDEFINING HOSPITALITY  
AS AN ART FORM







BY: LUIGI IRAUZQUI



## A NEW CONCEPT OF CUSTOM-TAILORED TOURISM

Legendary Rome...the historic Eternal City and capital of Italy is entirely a UNESCO World Heritage Site. It is generally considered to be the "cradle of Western civilization and Christian culture" and the centre of the Catholic Church. With its thousand-year-old buildings like the Forum Romanum or the Colosseum, beautiful piazzas and world-class art, architecture, ancient history and food, Rome is often considered the most beautiful city in the world.

It is here that the *Portrait Roma* has landed with a new concept of tailored tourism: one-of-a-kind experiences with custom-made uber luxury turning it into a total personalization experience curated from start to finish.

The Portrait brand by the Lungarno Collection is to provide their guests with an authentic hotel and cultural experience—innovative hospitality designed to offer not only an iconic location, but a highly personalized experience as well.

*The Portrait Roma* is owned by the Ferragamo Group which is not only synonymous with excellence in luxury fashion, but also the development of luxury hotels through the creation of a dedicated hotel collection brand in 1995, known today as the Lungarno Collection.

*Portrait Roma* is a 14 room townhouse situated above the Ferragamo mens' flagship in the heart of Rome's shopping district where Via dei Condotti meets Via Bocca di Leone.

A grand mansion in probably the most desirable address in the city with the services of a 5-star hotel with suites tailored to you and to your lifestyle: private and personal, it feels like you're staying at the Roman townhouse of your dreams.

It is in a perfect location right near the Spanish Steps, the rooms are luxurious, beautifully appointed and generous in size with all the expected Ferragamo amenities. Situated directly between Hermès and the Salvatore Ferragamo boutique, every other high end fashion brand you could imagine is within meters of the front door.

The rooftop with its amazing view was a great place to start the day for breakfast and end our day with a well-deserved cocktail. The views from the roof deck are simply spectacular with a bird's eye view of the Spanish Steps and the whole city below.

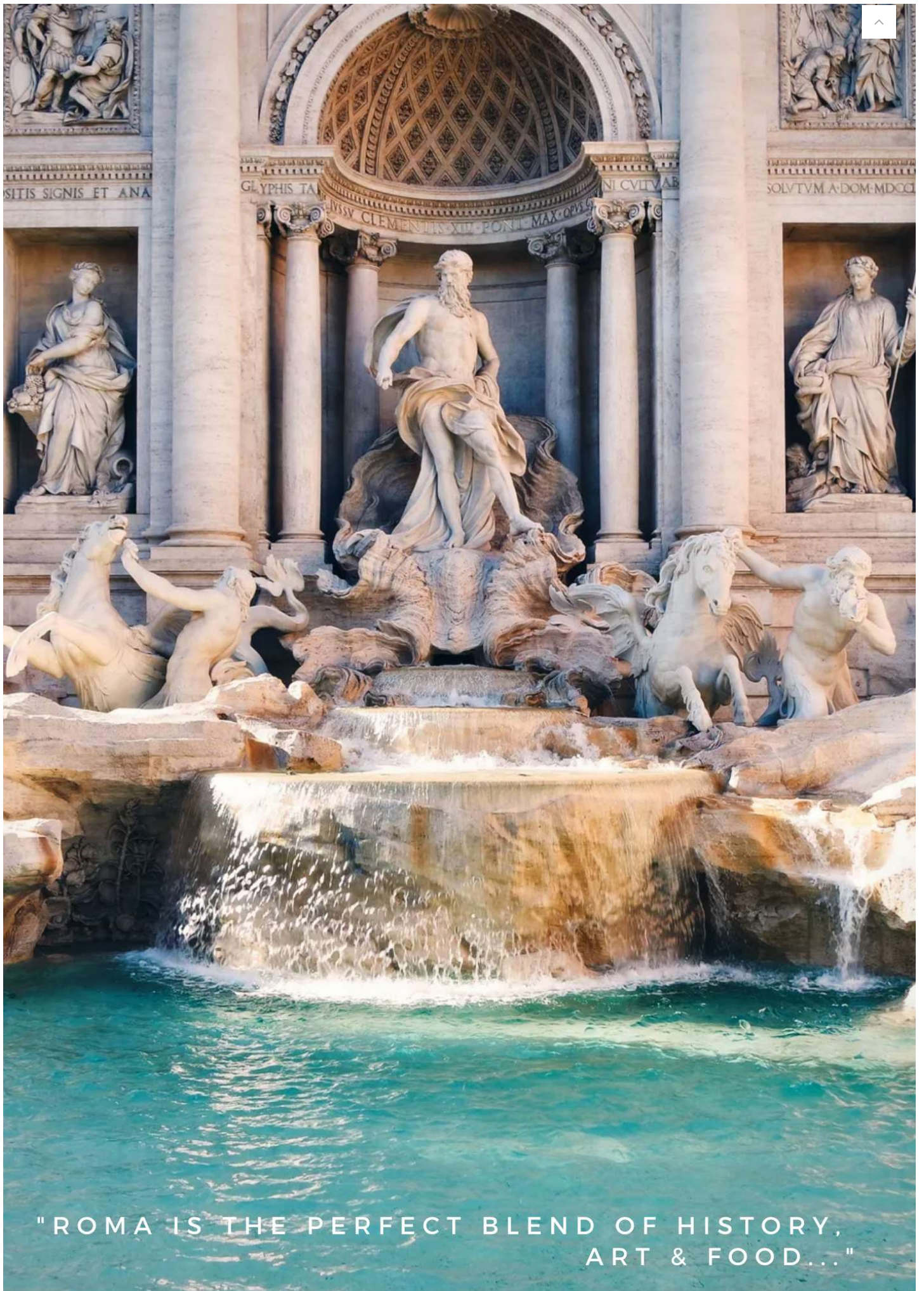
But it is the staff that truly make the Portrait Rome exceptional. It's all about the highly personalized details at Portrait and no detail is left undone. From the moment you check in with the concierge team you know you are in excellent hands: the staff is professional, gracious and accommodating as well as extremely attentive to all our requests. The little thoughtful touches and the one-to-one attention made our stay even more special.

As a constant travel expert I have been to the Eternal City over a dozen times. I must say that this has been one of the best hotel experiences start to finish in Rome...or anywhere else for that matter. This was our peaceful oasis in the middle of the hustle and bustle of a very busy and loud metropolis.

A truly memorable winter stay that we can't wait to repeat all over again soon. Arrivederci Roma !!

LAI



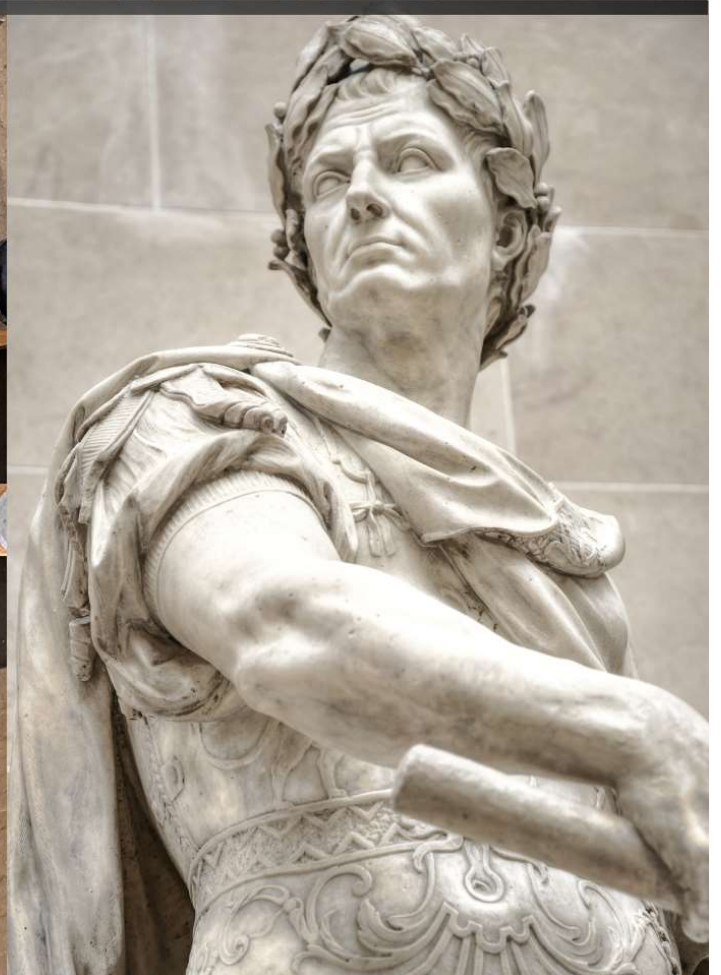


"ROMA IS THE PERFECT BLEND OF HISTORY,  
ART & FOOD..."





HOSPITALITY IS AN ART AND PORTRAIT ROME HAS MADE IT  
A MASTERPIECE.







"THE PASSION OF SALVATORE FERRAGAMO CONTINUES TO LIVE ON  
IN THE SPLENDOR AND LA DOLCE VITA CHARM"

