

STARHOTELS®

COLLEZIONE

The Great Beauty by Starhotels Collezione,
unique events dedicated to Made in Italy luxury craftsmanship and creativity



The Great Beauty by Starhotels Collezione is an itinerant format of unique and exclusive events, in which the finest hospitality of Starhotels Collezione meets the finest creativity and craftsmanship of Italian luxury in fashion, art and design. All this is brought together with superior food & beverage experiences through show cooking performances by selected chefs.

“The Great Beauty by Starhotels Collezione” events draw on collaborations with leading partners who represent the best of Made in Italy, spotlighting their uniqueness in front of an audience of VIPs, socialites, key influencers, journalists and bloggers.

During these evenings, the hotels become showcases for the stars of Italian creativity and craftsmanship, who produce their exclusive creations in front of guests, drawing inspiration from the style and history of the hotels and their host cities. All this takes place in perfect harmony with a nod to beauty, authenticity and local inspiration, the hallmarks of the Starhotels Collezione brand.

Following the events in Rome, Milan and Paris, The Great Beauty by Starhotels Collezione arrives in Florence. The former Banco di Roma, recently purchased by Starhotels and neighbouring the iconic **Helvetia & Bristol** hotel, opens its doors for another appointment with luxury craftsmanship in a historic building of timeless charm, a true Florentine landmark.

The “Gold Christmas Party” that will take place on November 28th 2017 will be the perfect occasion to involve top figures in Florence at an exclusive invitation-only evening dedicated to “The Great Beauty”.

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The first event was held at Rome's **Hotel d'Inghilterra**. The elegant jewellery of Valadier and the creations of Franchi Argentieri shined on the exquisite terrace of the Presidential Suite, lit up by the sunset.

Claudio Franchi, the heir of four generations of Roman master silversmiths, entertained guests.

Partners of the event: Franchi Argentieri, Valadier, Consorzio Franciacorta, Dr. Vranjes.



At Milan's **Rosa Grand**, the skilful hands of the famous Neapolitan tailor Rubinacci made an impeccable tailor made item of clothing in front of guests who were able to admire the mastery involved in patterning, cutting, sewing and refining a suit, starting with the finest Italian fabrics.

Partners of the event: Rubinacci, Consorzio Franciacorta, Dr. Vranjes, Eataly.



During the evening in Paris, the elegant patio of the **Castille** hosted Felice Limosani's video installation, in which famous statues of the Louvre were elegantly attired in fabrics from Lanificio Luigi Ricceri, the finest of Italian textile production.

Partners of the event: Lanificio Luigi Ricceri, Consorzio Franciacorta, Dr. Vranjes.