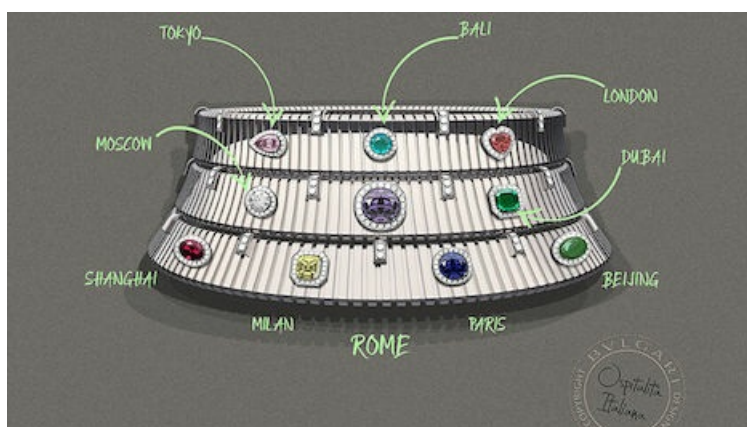


TRAVEL AND HOSPITALITY

Bulgari, undaunted by pandemic, doubles down on hospitality expansion with first hotel in Rome

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Bulgari is making a special made-to-order necklace called Bulgari Ospitalita Italiana to commemorate its first hotel in its Roman hometown. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Italian jeweler Bulgari will open its first hotel in its Rome, the city where it is based and where it hopes to showcase an opulent experience with more than 100 suites and rooms overlooking the Ara Pacis and tomb of Caesar Augustus.

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The Bulgari Hotel Roma will open in 2022, occupying a rationalist building built between 1936 and 1938 and made of traditional Roman materials and colors, such as ochre Travertine marble and burnt red brick. Currently under renovation, the building is owned by Edizione Properties that was helped by CBRE Hotels for tenant selection.

"We are particularly proud to have secured such an extraordinary location for the new Bulgari Hotel in Rome," said Bulgari CEO Jean-Christophe Babin in a statement.

"This hotel represents a remarkable achievement for Bulgari that will finally have its own temple' right in the city where the company was founded and that still represents nowadays the beating heart of the brand," he said. "It will be by far Roma's most luxurious hospitality experience ever."

Marriott International licenses the Bulgari name for hotels and resorts.



The building that will house the Bulgari Hotel Roma in 2022. Image courtesy of Bulgari

Roman holiday

The **Bulgari Hotel Roma** will be located in the heart of the Campo Marzio neighborhood, and a stone's throw from Via del Corso and Via del Babuino, the iconic Spanish Steps and the signature Bulgari flagship on Via Condotti.

A presence in Rome will boost the Bulgari Hotels and Resorts Collection that already counts six properties in Milan, Bali, Dubai, London, Beijing and Shanghai, with further openings planned for Paris, Moscow and Tokyo through 2022.

Founded in 2001, the LVMH-owned brand's hospitality division claims to be the only Italian luxury hotel collection with a global footprint. It also is the largest hotel group branded by a luxury goods brand, albeit even crystal maker Baccarat is on a similar journey.



Bulgari CEO Jean-Christophe Babin

By design

As with other Bulgari hotels worldwide, Italian architectural firm Antonio Citterio Patricia Viel will be in charge of both the architectural project and the interior design of the Bulgari Hotel Roma.

In addition to the mostly suites layout, the hotel will also boast "Il Ristorante" curated by Michelin-starred chef Niko Romito and "The Bulgari Bar," both situated on the top floor to gain a panoramic view of Rome.

The hotel will also include a spa with an indoor swimming pool and a gym offering Bulgari's exclusive workshop training method.

Uniquely, the hotel will have a reading room with a collection of volumes dedicated to the history of jewelry. The library will be open to hotel guests and to the public by appointment only.

To mark the occasion, Bulgari has created a special jewelry piece called

"The Bulgari Ospitalit Italiana Necklace," which is a white gold tubogas chocker embedded with 10 different precious stones, each matched with one destination of the Bulgari Hotels & Resorts collection.

"This work of arts, injected with joie de vivre and eternal beauty, is a one of a kind piece made to order," Bulgari said, bringing the discussion back to high-end jewelry.

Bulgari will open its first hotel in Rome, the city where the jeweler is headquartered

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