

TRAVEL AND HOSPITALITY

Baccarat Hotel Rome to arrive in late 2025

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Rome's luxury lodge will join Baccarat Hotel & Residences New York as the hotelier's second location. Image credit: Baccarat

By LUXURY DAILY NEWS SERVICE

French crystal maker Baccarat's namesake hotel line is debuting a second location in Italy's Eternal City.

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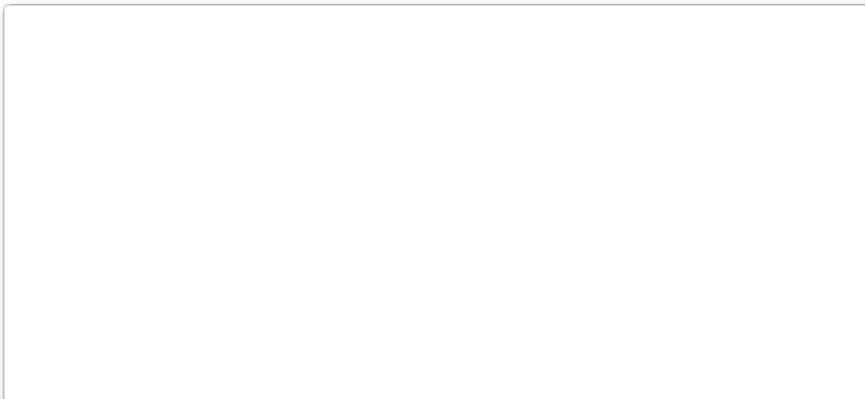
Luxury hospitality group SH Hotels & Resorts has teamed up with European real estate firm Boscalt Hospitality to restore and reintroduce Rome's landmark Hotel Majestic under an iconic luxury name. The property is slated to open in late 2025.

"We are pleased to partner with Boscalt Hospitality, a member of the Edmond de Rothschild Private Equity Partnership, to bring the Baccarat brand to Rome, which will forever be the Eternal City for the world's most sophisticated explorers and travelers," said Barry Sternlicht, Chairman at **SH Hotels & Resorts**, in a statement.

"This dynamic modern metropolis is not just one of the most cherished travel destinations in the world, but it has been a preeminent global political, artistic, spiritual, and cultural capital since the classical era," he said. "At Baccarat Hotel Rome, we will revive and restore the glamor and sophistication of an iconic luxury landmark by delivering a level of service and attention to detail that will delight guests and local residents alike."

Baccarat breaks ground

Hospitality partners SH Hotels & Resorts and Boscalt Hospitality are bringing the same glamor and luxury standard held by the Baccarat name to Rome with the grand opening.



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A post shared by Baccarat Hotels (@baccarathotels)

Baccarat Hotel Rome will house 83 rooms and suites, complete with public amenities such as its main restaurant, which will feature an expansive terrace with sweeping views, its own rooftop bar, state-of-the-art meeting and conference spaces and a full-service spa and fitness facility.

Italian architect Gaetano Koch heads design for the contemporary renovation.

Mr. Sternlicht opened the NYC flagship, located across from the Museum of Modern Art, in March 2015. Now, Rome's luxury lodge joins Baccarat Hotel & Residences New York as the hotelier's second location.

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A post shared by Baccarat Official (@baccarat)

Last year, SH Hotels & Resorts' vice president of marketing Donna Rodriguez shared insights on the group's annual goals and biggest challenges, including ensuring that all ideas are eco-friendly ([see story](#)) as a 2022 honoree of *Luxury Daily's* Women to Watch recognition, though it remains to be seen how the group intends to handle sustainability with its latest effort.

Luxury Daily's Women to Watch 2023 list is now live ([see story](#)).

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