

TRAVEL AND HOSPITALITY

Bulgari Hotels adds Tokyo property to portfolio

April 6, 2023



Joined by international celebrities and ambassadors, Bulgari celebrates cultural fusion at its latest opening in Japan. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Bulgari Hotels & Resorts is welcoming guests to the advent of what is now its eighth location.

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Bringing together Italian modernity and Tokyo city life, the newest addition to the Roman jeweler's hospitality arm comes together in an act of cultural fusion. Celebrities and house ambassadors were invited to enjoy drinks, music and culinary delights alongside executives at a launch event on April 4, 2023.

"We are proud to add a new gem to the crown of the Bulgari Hotels & Resorts collection with the opening of the Bulgari Hotel Tokyo in Japan, a market that has been a strategic market for us for over 30 years," said Jean-Christophe Babin, CEO of **Bulgari Group**, in a statement.

"Jewelry and hospitality combine perfectly to meet Bulgari's clients' expectations of a high level of service not only in our brand stores, but also when staying in our extraordinary properties, and provides us the opportunity to share the Italian luxury experience, design and creativity in an environment which reflects the Bulgari spirit."

Tokyo time

Bulgari Hotel Tokyo is situated in the central area of the city, making the premise ideal for those looking for a luxurious base camp from which to explore.

Thanks to its location on the 40th through 45th floors of the Tokyo Midtown Yaesu skyscraper, the hotel offers panoramic views of the skyline, overlooking the luscious Imperial Palace.

Each of the hotel's 98 rooms is decked out in Italian luxury, showcasing Bulgari's precise design codes.



The hotel itself was created by Italian architects and interior designers. Image credit: Bulgari

Those wanting to see the creations for themselves can book a room at reservations.bulgarihotels.com.

The hotel is prime for business and leisure travelers alike, thanks to being within walking distance of Tokyo Station and Nihombashi and Marunouchi financial districts, with Ginza, the city's famed shopping and dining district, in close proximity.

Bulgari's in-house culinary options are equally as exclusive as its dwellings.

One of the hotel's restaurants, Sushi Hseki, is run by Japanese chef Kenji Gyoten, recipient of three Michelin Stars.

The intimate eight-seat eatery, which overlooks a signature private rock garden, employs some of the same Japanese signatures that were borrowed for sister spaces, such as the Bulgari Resort Dubai.

#Bulgari's new hotel in Tokyo offers stunning views of the city and Mount Fuji. With exquisite Italian design and dining options, including Sushi Hseki and Il Ristorante - Niko Romito, it's the perfect location for special events. [#BulgariHotels pic.twitter.com/Zj9TVfwCYn](https://pic.twitter.com/Zj9TVfwCYn)

Bulgari (@Bulgariofficial) [April 4, 2023](#)

Additionally run by a chef with three Michelin stars is Il Ristorante Nico Romito.

Visionary Nico Romito has curated modern twists on Italian classics to be enjoyed overlooking the Japanese skyline. Mr. Romito also is the talent behind the traditional Italian pastries at Bulgari Dolci, located on the same floor as the aforementioned dining option.

The top-floor bar is also noteworthy, having served as the launch party's main hub.

Bulgari's hospitality operation has grown substantially since the division's 2020 start ([see story](#)).