

BVLGARI
HOTEL MILANO

BVLGARI HOTEL MILANO
CELEBRATES ITS TWENTIETH
ANNIVERSARY



20th Anniversary – Bvlgari Hotel Milano Apecar Photocall

Milan, July 12, 2024 – The Bvlgari Hotel Milano, the first of the nine gems in the Bvlgari hospitality collection, celebrates its twentieth anniversary. For the occasion, the hotel has been exclusively



BVLGARI

HOTEL MILANO

reserved for its true jewels: the most loyal guests. They were treated to a two-day takeover of the property, filled with a series of activities: an Augustinus Bader wellness experience; a masterclass on the preparation of the Bvlgari Cocktail with the historic barman Patrick Greco; a wine tasting experience featuring selections from 2004 in honor of the hotel's opening year; an interactive journey through the world of Bvlgari Jewels with a preview of the High Jewelry Collection and Octo Finissimo. And of course, the party, from the Garden Aperitivo to the midnight spaghetti feast with live performances and a DJ set, and the traditional Bvlgari Brunch the next day curated by resident Chef Giorgio Fuda.

It was 2001 when the first location was selected in Milan, the former Convent of the Cenacolo Sisters in Via Privata Fratelli Gabba, which in 2004 would become the first Bvlgari Hotel. The first act of the Bvlgari Hotels & Resorts project: what was once a vision – to translate all the values of the namesake jewelry brand into the world of hospitality – evolved into a new chapter in the history of hospitality. As of today, the Bvlgari Hotel Milan remains 'a place to be' of the city's social life.

"Twenty years after its opening, the Bvlgari Hotel Milano, the first of our nine hospitality gems, remains the city's living room. An oasis of serenity and relaxation nestled between Via Montenapoleone, Via Della Spiga, La Scala, and the Accademia di Brera, where international travelers and especially the local clientele love to meet: for business or pleasure, for Niko Romito's cuisine, or simply and especially for the aperitif, which is the most emblematic moment of Milan's social scene. And this is precisely what we want to celebrate: the city of Milan, its artistic creativity, and the encounters that still happen here today", comments Silvio Ursini, Executive Vice President of Bvlgari and Head of the Hotels & Resorts Division.

Milan, the city of design, was the ideal place to begin defining a precise Bvlgari architectural style, thanks to the partnership with ACPV ARCHITECTS Antonio Citterio Patricia Viel. They set the foundations of a contemporary classicism recognizable worldwide. A timeless and immersive design that has evolved over the years: an example is the Bvlgari Suite on the top floor, whose fully transparent facade creates an open space overlooking the garden. A design concept that evokes the style of the 'urban villa' reinforced by the use of teak floors that blend the interiors with the 'rooftop garden.' The common areas were also designed to create a sense of continuity, favoring the Bvlgari Bar, Il Ristorante – Niko Romito, and Il Giardino to offer Milan a unique place to gather and meet. Not to mention a new way of conceiving hotel hospitality, starting with the gastronomic offer that, with the arrival of three-Michelin-star Chef Niko Romito, offers a cuisine capable of blending modernity and tradition: the entire menu has been conceived as a reinterpretation of the great classics of Italian tradition, not only in terms of ingredients and recipes but also in presentation and service.



BVLGARI

HOTEL MILANO

Finally, the Bvlgari Spa, a recently renovated space, combines design with traditional rituals by Augustinus Bader and Maui. Among the distinctive elements, besides the pool with gold-leaf tiles, the five private cabins, and a Spa Suite, there is also a new beauty sanctuary inaugurated this year: the Hair & Beauty Salon by Roberto D'Antonio.

For this reason, the first Bvlgari Hotel remains today a laboratory of experimentation and a timeless style example for Bvlgari's adventure in hospitality worldwide.

Imagery at the following link:

- End -

About Bvlgari Hotels & Resorts

Unique locations in harmony with the surrounding areas, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm ACPV Architects Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bvlgari creations. These are the key elements that characterize the Bvlgari Hotels & Resorts collection.

For all the hotels, the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.

The Bvlgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bvlgari, reflected in its unique design, its contemporary Italian cuisine, and its lavish spas. It conveys the excitement of the Bvlgari brand, its timeless glamour, and its magnificent Italian jewelry heritage.

Bvlgari Hotels & Resorts collection includes properties in Milan, London, Bali, Beijing, Dubai, Shanghai, Paris and the recently added ones in Rome and Tokyo.

Three additional hotels are coming soon to Miami, Bodrum, Maldives, between 2025 and 2026.

About Bvlgari

Part of the LVMH Group, Bvlgari was founded in Rome in 1884 as a jewellery shop. Known as the magnificent Roman jeweller and master of coloured gems, Bvlgari has established a worldwide reputation for Italian excellence and enjoys renowned for its exquisite craftsmanship. The company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high end watches to accessories and perfumes,



BVLGARI

HOTEL MILANO

and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas.

Demonstrated through its numerous philanthropic partnerships, Bvlgari deeply believes in innovating the present for a sustainable future through its commitment to Corporate Social Responsibility and giving back – to nature and to the community.

For further information, please contact:

Angelica Carrara, angelica.carrara@bulgarihotels.com

Giulia Longo Dente, giulia.longo@bulgarihotels.com

www.bulgarihotels.com

