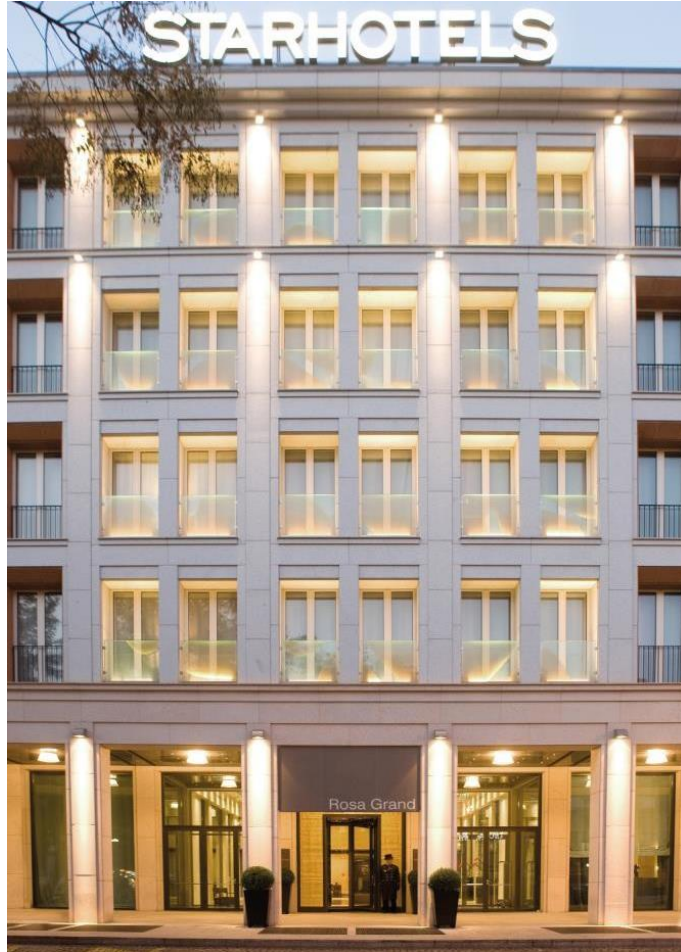


ROSA GRAND MILANO – STARHOTELS COLLEZIONE
A style icon in the heart of the fashion and design capital



It would be quite impossible to find a more strategic or prestigious location. The **Rosa Grand Milano – Starhotels Collezione** stands in the true heart of the city, overlooking the historical Piazza Fontana, behind the imposing Duomo cathedral, recalling its colors with the facade made of white marble and pink granite.

Milan's Fashion District is just a stone's throw away, and some of the city's great art collections (Palazzo Reale, the Museo del Novecento and the Biblioteca Ambrosiana) are literally around the corner as are the Galleria with its elegant boutiques and *belle époque* cafes and the Teatro della Scala, the world's most famous opera house.

The Milan Stock Exchange, the city's beating financial heart, and the new skyscrapers are also quite near making the Rosa Grand a contemporary destination where business becomes leisure.

Well connected by subway, tram, bike and car-sharing services, the Rosa Grand is the perfect starting point of operations for discovering the best of Milan, Italy's most cosmopolitan and stimulating city.

A long history of hospitality

The history of the Rosa Grand is multilayered: originally, the spot where the hotel now stands was occupied by ancient Roman ramparts. The centuries that followed saw the construction of a monastery, which in the early 1900s was converted into a fashionable hotel for the international theater elite. It became the “Rosa” after the Second World War, taking the name of the new owners, in the 80s it was acquired by Starhotels and became “Grand” following the expansion in 2009.

The present structure combines three different buildings, the original structure accessible via pedestrian passageway on Via Pattari, the one overlooking Via Cesare Beccaria, which was adjoined in the 90s, and the main building, which is also the most recent one, with entrance on Piazza Fontana.

Several reconstructions, renovations and tasteful restylings have made the Rosa Grand one of the most appreciated hotels in the center of Milan, with exceptional capacity – 331 rooms of 7 different categories - and a widely versatile offering.

Comfort and luxury: a stylish discretion

Gold and pink are the chromatic notes that run like a melody throughout the hotel décor. Together they embody the twin souls of the Rosa Grand: luxurious yet comfortable, prestigious yet warm. Perfect for those who need a convenient base in the center of Italy’s hectic business capital, equally so for those looking for a romantic oasis to experience the more seductive, slow-paced side of Milan.

Like a private home, every last detail of the hotel is considered with love and care, from the color of wallpapers colors to the comfortable **Starbed mattresses**, from the quality of the lighting to the most advanced fitness equipment – there’s even a **pillow menu** to accommodate the preferences of individual guests.

Particular attention has been devoted to the lighting design, as important as the works of art, the ample vases full of fresh flowers and the stylish armchairs. From the flood of natural light in the main hall guests proceed towards the suffused intimacy of the private areas, true metropolitan alcoves.

A multifaceted hotel: poetry and practicality

Immediately upon setting eyes on the spectacular lobby from the main entrance on Piazza Fontana, brightened by a curved glass cover and crossed steel foils, guests can grasp the magnitude of the Rosa Grand. No other hotel in the center of Milan offers such extensive facilities: 331 guestrooms, 8 meeting rooms, halls for banquets and ceremonies, terraces, patios and the splendid Sala Fontana overlooking the homonymous piazza. The interiors reflect the hotel's signature blend of functionality and aesthetic research.

A dedicated concierge desk is available to recommend itineraries, restaurants, boutiques, the best transportations methods, and to book visits to monuments and museums upon request. The hotel also offers 24/7 room service, Wi-Fi connection throughout the hotel, a private garage with TESLA charging stations for electric cars, a chauffeur-driven car rental, as well as other services geared at making the guests' stay smooth and memorable. The housekeeping is impeccable and the staff's affable courtesy and elegance invariably wins over those who are looking for something more than cursory politeness.

On the hotel's ground floor guests can choose from an array of common spaces, all spacious and welcoming: the Library, perfect for relaxing with a good book and often used as a set for fashion photo-shoots, the Grand Lounge & Bar, with its signature Golden Table that can be reserved for private buffets or cocktail parties, and the Golden Flower Area equipped with TV screen for presentations.



Yet despite its grandeur, every corner of the hotel conveys a sense of intimacy and discretion, thanks also to the romantic views of the Cathedral. From the Sala Aida, which can accommodate up to 300 people, to the most intimate Deluxe Room, the Rosa Grand constantly strives for the highest standards customized to the needs of the most discerning travelers.

Rooms & Suites

The hallways of the Rosa Grand wind like a luxury labyrinth through the hotel. The 331 rooms are elegant worlds unto themselves, imbued with the vibrant energy of Milan. Here guests can be sure to find the best solution suited to their needs: from the gorgeous Suites overlooking Piazza Fontana to the Family Rooms, designed expressly for those traveling with kids; from the comfortable Executive Rooms, designed with business traveler in mind, to the spacious Deluxe rooms perfect for leisure trips.

When staying in a Suite or a Junior Suite, you will have free access to the exclusive Golden Lounge, a new intimate, elegant and comfortable area, where you can work and relax during the day. An on-going buffet, cozy sofas, All News TV and business desks will make your stay in our refined lounge even more enjoyable.

In the rooms recently remodeled by architect Andrea Auletta, who was also in charge with the design of the entire hotel, peacock blue engages in an eloquent dialogue with gold and pink, the signature colors of the hotel, with an occasional touch of sage green and ivory. Parquet floors, wood trims, bespoke gilded lamps, velvet satin draperies and opaline glass panels that inundate the bathrooms with natural light, as well as the powerful photographs of Maurizio Galimberti reserved for the Executive Rooms and Suites: everything oozes a typically Milanese taste for design, understated refinement and impeccable craftsmanship.



Presidential Suite

Our Presidential Suite, located on the top floor with a magnificent city view, is an oasis of light and relax where contemporary and prestige meet; from draperies to lamps, from vases bearing rare orchid branches to the scents of renowned Florentine perfumes.

Incredibly spacious but yet refined, sizing 103 mq, this accommodation offers an ample and elegant livingroom, two grand and bright bedrooms, a study and two bathrooms.



Rosa Grand Suites

Each Suite of the Rosa Grand has a style of its own, mixing handpicked precious fabrics, warm hues and design accents.

The rooms are imbued with a sense of understated luxury, soothing and intimate, featuring a spacious living room and a bedroom with king size bed. In these oases of light and relax, contemporary flair meets the fine detailing of classic Italian décor: from the curtains to the lampshades; from arrangements of fresh orchids to room fragrances created for the hotel by renowned Florentine perfumers; from travertine marble washbasins to the mosaic decorations of showers and tubs.

The ample square footage makes each Suite a veritable home in the heart of Milan, opening out onto one of the city's most gracious corners: the romantic fountain after which Piazza Fontana is named, and the streamlined 16th century architecture of the Archbishop's palace.



Junior Suites

The Junior Suites are a perfect synthesis of style and attention to comfort that distinguish the hotel. Spacious, elegantly furnished with a palette of sage green and pale pink detailing, they feature an entertainment area with sofa and LCD television, a generous bathroom and a king-size bed with goose down bedding. The majority of Junior Suites offer a splendid view of Piazza Fontana.

Panoramic Junior Suite

The Panoramic Junior Suite, sizing 38mq, proposes elegant bedroom and spacious livingroom with oak flooring, large bathrooms in light porcelain stoneware with luxury bath products, working desk and interactive Smart TV. It boasts a private terrace offering a magnificent view over the Duomo spires.



Ivory Grand Deluxe

The exclusive Ivory Grand Deluxe embodies the sober and refined style of the Rosa Grand. A true oasis of tranquility, thanks to the beige and white tones that characterize the furnishings; from the spacious king-size bed, to the relax corner, enriched by a water vapor fireplace that contributes to create a suggestive atmosphere. The bathroom in fine Italian marble is composed of a double sink, a bathtub and a large shower. A delightful furnished terrace completes the room making it truly unique.



Grand Deluxe

The Grand deluxe, elegant and functional, feature waxed walls with calming rose hues, oak parquet flooring, precious fabrics with leather and velvet inlays, and original artworks by Maurizio Galimberti devoted to the theme of the rose, which is also the overall signature theme of the Rosa Grand.

They have a sumptuous king-size bed and a seating area with desk, all bathed in natural light from floor to ceiling windows.



Deluxe Room

The Deluxe Rooms are tastefully furnished with comfortable armchairs and a spacious desk. There's oak parquet flooring and two different color palettes: calming pastel hues for the rooms facing quiet via Pattari or elegant peacock blue for those recently renovated. The bathroom, in white Italian marble, features travertine sinks. Some of the rooms enjoy a breathtaking view over the Duomo.



Family Room

Spacious and comfortable, the Family Room is a cozy refuge for those who travel in style and demand the finest hospitality not only for themselves, but also for their children. With Starhotels's "V.I.K. Very Important Kids" service, the youngest guests (under 16 years) will receive their own welcome kit featuring amenities, surprises and tips. For babies and toddlers, our hotels can provide cribs, cots, changing tables, strollers, bathtub trays, bottle warmer, highchairs and more amenities, upon request.

Dining: Italy is served

The gastronomic experience at the Rosa Grand spans the entire day and includes three separate dining venues, all with the guarantee of quality and artistry that distinguishes **Eataly** around the world. In an exclusive partnership with Starhotels, Eataly has designed a culinary itinerary founded on the use of finest fresh ingredients from local artisanal suppliers.

From breakfast to a late-night snack, guests are invited to explore the most exciting and authentic Italian flavors. The morning starts at **Roses by Eataly** with a breakfast served from 6:30 am to 10:30 am, featuring a range of sweet options

accompanied by yogurt, fruit preserves and cheeses, all produced by small local farms.

Then comes a light lunch at the **Grand Lounge & Bar by Eataly**, a Milanese favorite, with an enviable location overlooking the vibrant pedestrian area behind the Duomo. With its fine gold detailing, tasteful waxed walls and elegant furnishings, it is the ultimate in contemporary style.

Here guests can choose among the classics of international cuisine, like a *Club Sandwich, a Caesar's Salad, Niçoise Salad or Hamburger*, or Italian classics like *Spaghetti with fresh tomato sauce, filet of Fassona beef from La Granda consortium, served with anchovy butter*, as well as delicate meat or fish *carpaccio*.

The Grand Lounge & Bar offers guests a “*Sunday Brunch Experience*” and it is also a firm aperitif-time favorite with dj-set, with a choice of international classics cocktails and sublime creations concocted by the experienced mixologists, like the signature “*Milanese*”: Saffron Gin, "Ancient Formula" Vermouth and sugar syrup with a note of butter, served with a little Milanese breaded cutlet. Its color brings back to the soul of Milan, with its typical yellow noble buildings and the golden Madonnina, the beating heart of the city which stands at the top of the Duomo. The **Grand Lounge & Bar by Eataly** is open every day from 9:00 am to 1:00 am.

Since the summer of 2019, the Rosa Grand has hosted **Roses Pizza & More**, a new and refined locale dedicated to quality pizza. The pizza menu is the creation of **Luca Cannone**, a young pizza chef who combines designer pizzas made from selected flours with traditional fare in a street food spirit .

Roses Pizza & More is open every day from 12 to 3 pm, and 6:30 to 10:30 pm.



For a quick gourmet lunch or a formal dinner, the hotel welcomes guests at its flagship restaurant **Sfizio by Eataly**, with a magnificent outdoor patio on Piazza Fontana, an ample and open space rendered private by an artfully sculpted hedge.

The **Sfizio by Eataly** restaurant is open every day for lunch from 12:30 to 3:00 pm and for dinner from 7:00 to 10:30 pm.

The Chef

The guide of the hotel's culinary journey is **Chef Enzo Pettè**, born in Germany in 1970 and brought up in Lombardy, who became passionate about cooking early on by following in his family's footsteps.

He honed his traditional cooking skills in Tuscany and was awarded a Michelin star in 2003 at Osteria del Vicario. He then took over the kitchen of the Hostaria & Bibendum restaurant at Helvetia & Bristol in Florence, also a member of Starhotels Collezione and one of the most refined 5-star hotels in town.

After several years spent overseas he decided to head back home, becoming the Executive Chef of Sfizio Restaurant by Eataly at Rosa Grand in October 2016.

Chef Pettè reinterprets the classic cornerstones of Milanese and Italian cuisine, from risotto to *bollito*, as well as a "smart" menu of light, creative recipes. Seasonal local ingredients of the highest quality are the soul of splendid dishes like the chef's specialty, *Spaghetti di Gragnano Afeltra ai tre pomodori e basilico*, featuring artisanal pasta from Gragnano, three varieties of tomato and basil.

With its understated luxury, warm and inviting atmosphere, the Rosa Grand captures all the elegance and refined allure of Milan. The ideal location for a rich calendar of happy hours and fine dining events, like live show-cooking.

Meeting rooms

With its central location in the heart of Milan, Rosa Grand offers the perfect ambiance for business meetings and private events. The hotel is equipped with multifunctional conference center with **8 meeting rooms**, deployed around a large foyer and interspersed with relaxation areas, bars and business centers, that can accommodate up to 300 people. Each is equipped with state-of-the-art technology and an experienced team of professionals is ready to take care of the organization, implementation and coordination of any kind of event.

The 8 spacious rooms, reachable from the lobby through the circular staircase, with dimensions ranging from 46 to over 210 m², provide the perfect setting for every event. Some rooms are adjacent and can be joined in audio-video conference, depending on clients' needs and on the number of guests.

For spectacular events, the perfect setting is the prestigious 210 m² **Sala Fontana**, flooded with natural light through its 14 French windows overlooking Piazza Fontana. It's one of the most sought-after locations in Milan for fashion shows, product presentations and automobile displays, as well as for ceremonies and formal receptions.

Wellness Center

The Wellness Center, located on the hotel's top floor, is equipped with state-of-the-art Technogym machines a relaxation room. It features a spacious private sunning terrace with views of the Duomo and downtown Milan. Specialist treatments are available upon request and personal trainers can be booked for private sessions.

Rosa Grand Milano – Starhotels Collezione is part of LVX Preferred

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Starhotels

Starhotels, a private, Italian hotel company operating in the upscale and upper scale & luxury sectors, is a market leader in the hospitality industry. The Group vaunts 30 hotels located in the heart of the top Italian destinations, London, Paris and New York, for more than 4,200 rooms. Starhotels aims to be synonymous with the excellence of Italian hospitality, offering an impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza. In January 2020, Terme di Saturnia Natural SPA & Golf Resort became part of Starhotels Collezione, joining the twelve fascinating historical residences already present.

The **Starhotels Premium**, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, perfect combination of elegance and comfort, and are able to provide an intangible sense of well-being through an excellent and welcoming service.

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