



Armani Hotel Milano

The new vision of hospitality

Milan, 10th November 2011: The new Armani Hotel Milano is the second hotel to be launched within the Armani Hotels & Resorts project and marks the continued collaboration with Emaar Properties PJSC. Following the success of the Armani Hotel Dubai, located in Burj Khalifa, the world's tallest building, the Armani Hotel Milano opens today in the heart of the city, within the extraordinary *palazzo* at Via Manzoni 31, originally designed by Enrico A. Griffini and completed in 1937 in the rationalist style of the time.

Inside this building with its austere and powerful exterior, Giorgio Armani has created a world of harmony and privacy, with uncompromising attention to the requirements of guests. Here luxury, calm and beauty are fostered in pure Armani style, imparting a new aesthetic excellence to the concept of comfort. "I have concentrated all my efforts on delivering my personal aesthetic vision within a precisely defined ambience of total comfort," explains the designer.

Mohamed Alabbar, Chairman of Emaar Properties, added: "Armani Hotel Milano newest addition to Emaar's international portfolio of world-class lifestyle projects, is a testament to our confidence in the design philosophy of Giorgio Armani, who has changed the world of fashion."

A key element of this approach is the decision to give every room a small vestibule that creates an intervening space before the intimacy of the bedroom is revealed. The 95 rooms and suites offer a variety of options: from Armani Deluxe rooms (up to 45 square metres) to Armani Signature and Armani Presidential suites, ranging from 170 to 200 square metres, on two levels connected by a magnificent stairway that makes a striking architectural impact. Minibars, high-tech amenities, cupboards that vanish into the walls – referencing the passion for order and sense of space pursued by Giorgio Armani over many years in his own homes – create an atmosphere of warmth and restraint within a commodious setting.

Each bathroom, structured for use by two people, features the very finest fittings, including a shower enclosure in discreet one-way glass that allows a view out from inside the shower cubicle, but no view in the other way. The floors and walls in natural nuances of creamy brown are clad in Silk Georgette, a smooth limestone from Asia. All the furnishings in the hotel share the Armani/Casa collection signature design philosophy but have been specifically devised in a range of precious finishes to reflect the period mood of the *palazzo*: from the elegant linear sofas covered in sophisticated fabrics, to the backlit wooden bed heads.



The Armani Hotel experience is epitomised by a unique concept of service delivered by the Lifestyle Department. Lifestyle Managers are the point of contact for guests, whose every need and wish will be fulfilled with discreet assistance at all times. Guests will be looked after from the moment they make a reservation, with personal care that facilitates every requirement and responds to every need. As soon as guests arrive in the lobby looking out on Via Manzoni, their Lifestyle Manager will be on hand to welcome them and take them to the seventh floor.

All the public areas are concentrated on the seventh and eighth floors in the so-called glass “hat”, which affords a spectacular and unexpected panorama encompassing the city, from the historic *Duomo* to the latest skyscrapers. The Armani/Ristorante is located on the seventh floor, where it offers superb traditional Italian gastronomy, an exclusive cellared beverage list, a private dining room and a Chef’s Table within the kitchen itself. On the opposite side, the Armani/Lounge with the Armani/Bamboo lounge looks out over the skyline: the double height ceiling, the wall with its huge window softened by louvered blinds and sections in backlit onyx and a good choice of music ensure a relaxed ambience in which to enjoy an informal meal, afternoon tea, or an *aperitivo* before dinner. An internal connecting bridgeway offers a dedicated area for smokers.

The eighth floor, covering an area of 1,200 square metres, is entirely devoted to beauty and relaxation, bringing together a range of treatments and therapies that promote physical and mental harmony and wellbeing. The Armani/SPA consists of six dedicated treatment rooms, a Couples Suite – for the inseparable – a fitness gym and a pool designed for relaxation with a temperature control system for maximum comfort. The sunscreen walls that filter out the bright light and the roof with its magnificent view across the skyline establish a slightly surreal mood. The gym also offers a wide choice of equipment for cardiovascular and muscular training, and is open 24 hours a day.

Also available around the clock is the Armani/Business Centre, which extends over 200 square metres with a private conference room and two boardrooms. As well as audiovisual equipment, IT resources, conference facilities and remote-controlled lighting, there is a separate kitchen here, ready to provide immediate service on request.

The Armani Hotel Milano has been planned to satisfy the needs of work, relaxation and pleasure, conforming to that ideal combination of elegance and simplicity that defines the Armani style. “Stay with Armani” is not merely a slogan, but an expression of the hotel’s fundamental philosophy.

Interestingly, this Armani hotel, created within a *palazzo*, is shaped by the architectural ground plan as an immense “A”. This can be seen in the original Griffini drawings, and is something that is only visible from above. Maybe it was destined to be!

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Armani Hotels & Resorts was established in 2005 under an agreement between Giorgio Armani S.p.A. and Emaar Properties, with the objective to develop, own and operate an exclusive collection of hotels, resorts and residences in the world's most important cities and holiday destinations. The first hotel is in Burj Khalifa, the world's tallest building, developed by Emaar Properties within its flagship project, Downtown Dubai. The **Armani Hotel Dubai** includes 160 guest rooms and suites, several restaurants and a spa, and covers more than 40,000 square meters. Alongside the hotel, Burj Khalifa offers 144 luxury residential apartments, all designed by Giorgio Armani and fully furnished with a specially designed line of products from the Armani/Casa home furnishings collection.

The **Giorgio Armani Group** is one of the leading fashion and luxury goods groups in the world today, with over 5,300 direct employees and 12 factories. It designs, manufactures, distributes and retails fashion and lifestyle products, including apparel, accessories, eyewear, watches, jewellery, fragrances and cosmetics, and home furnishings, under a range of brand names: Giorgio Armani Privé, Giorgio Armani, Emporio Armani, Armani Collezioni, AJ | Armani Jeans, A/X Armani Exchange, Armani Junior and Armani Casa. The exclusive distribution network of the Group comprises 650 stores worldwide (directly owned and freestanding third-party): 87 Giorgio Armani boutiques, 2 Giorgio Armani Accessory boutiques, 196 Emporio Armani stores, 33 Armani Collezioni stores, 202 A/X Armani Exchange stores, 21 AJ Armani Jeans stores, 12 Armani Junior stores and 29 Armani/Casa stores, in 46 countries.

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer with a significant presence in key markets world-wide. Besides building residential and commercial properties, the company also has proven competencies in shopping malls & retail, hospitality & leisure and financial services sectors. Emaar inaugurated Burj Khalifa, the world's tallest building, and has opened The Dubai Mall, the world's largest shopping and entertainment destination. In Saudi Arabia, Emaar is developing King Abdullah Economic City, the region's largest private sector-led project in Saudi Arabia, featuring a Sea Port, Central Business District, Industrial Zone, Educational Zone, Residential Communities and Resort District. Emaar has joined hands with Giorgio Armani to strengthen its presence in hospitality. For more information, visit www.emaar.com.

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