



ARMANI

Hotel Milano

Press Release

ARMANI HOTEL MILANO

The new vision of hospitality

The new Armani Hotel Milano is the second hotel launched within the Armani Hotels & Resorts project, marking 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, opened in 2011, is 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," explained the designer.

Mohamed Alabbar, Chairman of Emaar Properties, noted: "Armani Hotel Milano, the 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 44 square metres) to Armani Signature Suites, ranging from 190 to 203 square metres, on two levels connected by a magnificent stairway that makes a striking architectural impact. Mini-bars, 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 Milano 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.

ARMANI

Hotel Milano

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, offering superb traditional Italian gastronomy, an exclusive wine list and a private dining room.

On the opposite side, the Armani/Lounge with the Armani/Bamboo Bar 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, an *aperitivo* or an after-dinner. An internal connecting bridgeway offers a dedicated area for smokers.

The eighth floor, covering an area of 1,000 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 relaxation pool. 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 meeting room, two boardrooms, audiovisual equipment, IT resources, conference facilities and remote-controlled lighting.

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, the Armani Hotel Milano, 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!

Press contact

Rossella Graziani | Ph. +39 02 8883 8911 | email: rgraziani@armanihotels.com | www.armanihotelmilano.com

Via Manzoni 31, 20121, Milano, Italy

Telephone: +39 02 888 3 8888 Fax: +39 02 888 3 8000

Email: milan@armanihotels.com - www.armanihotels.com