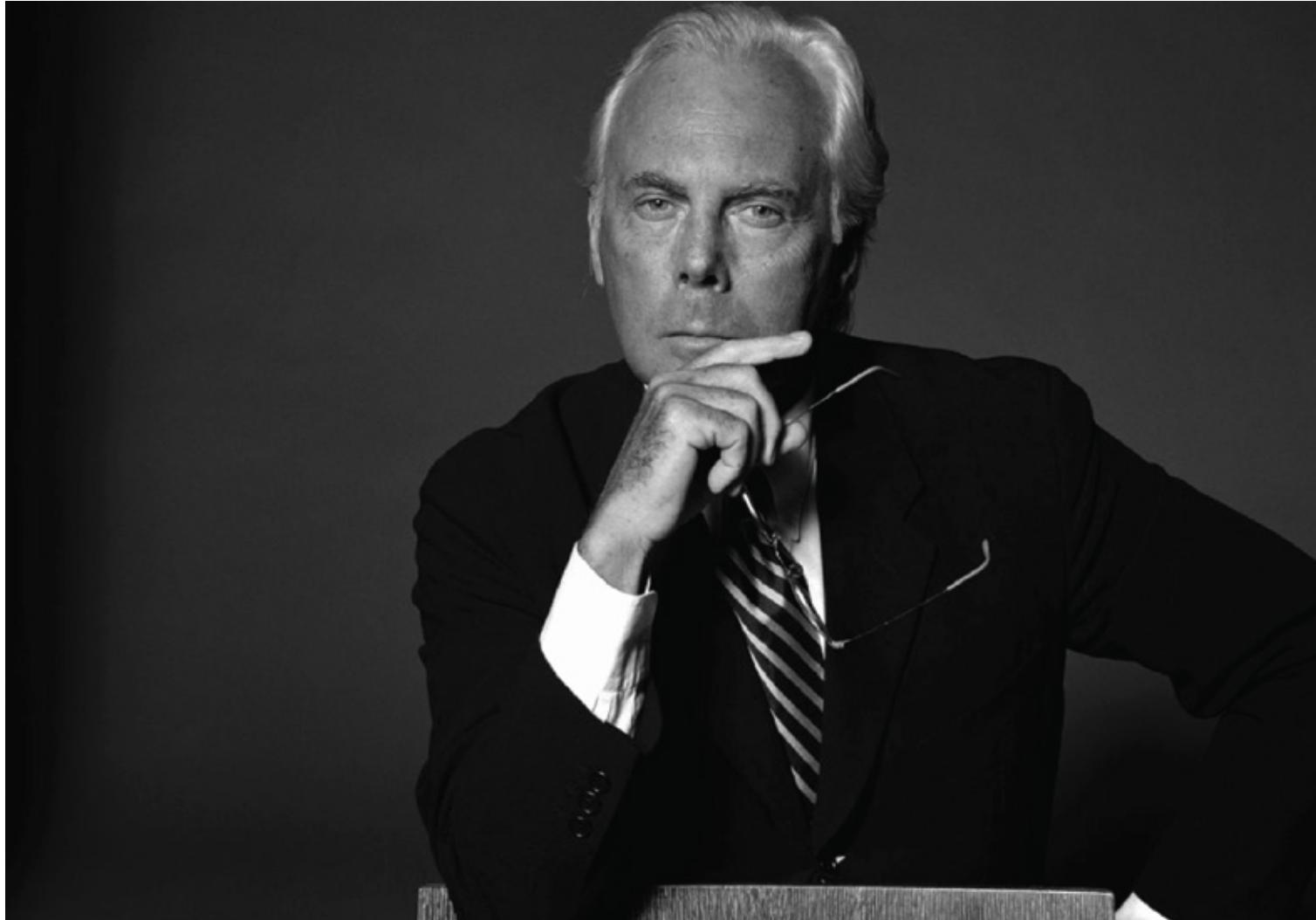




ARMANI

Hotels & Resorts

# Giorgio Armani - A Timeless Empire



Giorgio Armani, a brand steeped in a rich history, is a legacy of unprecedented style and unwavering determination. Armani evokes powerful emotions, serving as a driving force to its distinctive and intricately crafted style. Founded by the visionary designer Giorgio Armani, this iconic fashion house stands as a beacon of timeless elegance and class. Shaping the very definition of luxury and sophistication, Armani has now expanded into diverse domains, from cosmetics to interior design, and from apparel into the realm of luxury hotels.

The Armani style embodies a refined taste, fearlessly challenging traditional norms and flourishing through the innovative rewriting of fashion's rules in response to rapidly evolving trends. What began as an adventurous journey, as quoted by Giorgio Armani, initially harboured no grand expectations. Now, the concise and enduring line summarises forty years of a style that has overcome the barriers of time.



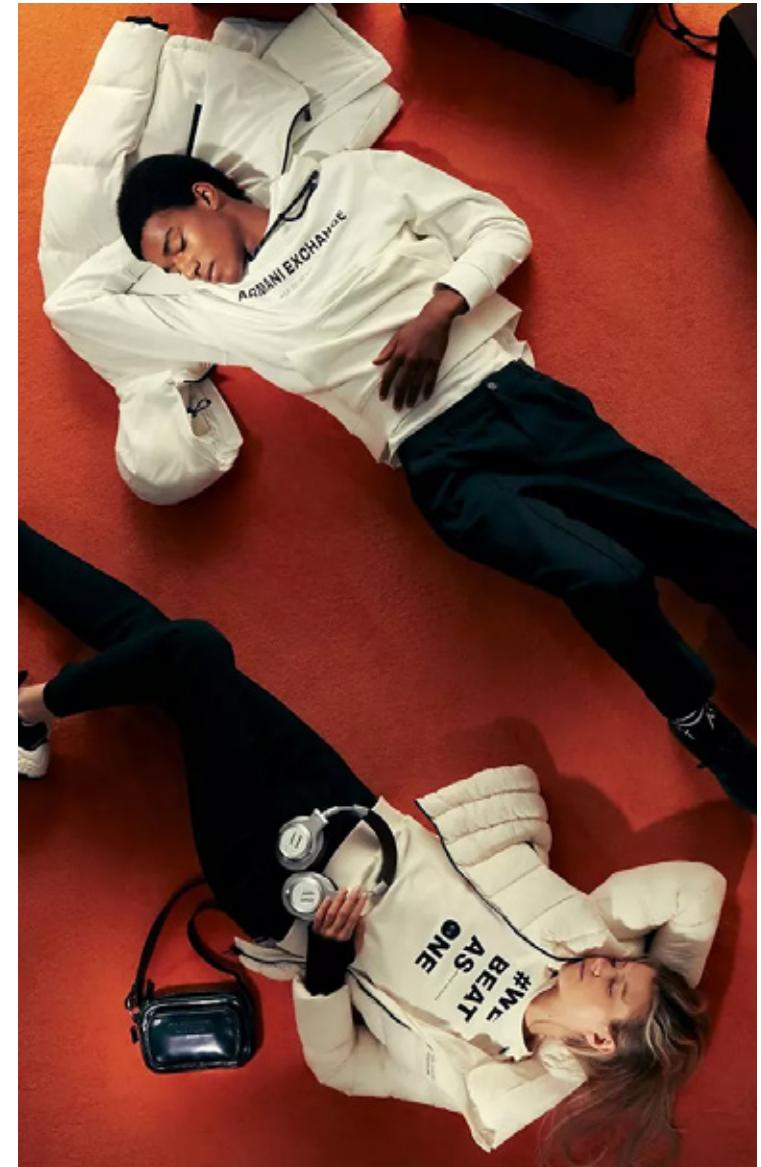
One Night Only Venezia | Giorgio Armani



Launched in 1981, the Emporio Armani line has a strong dynamic and urban quality, and reflects all the elegance of the Armani aesthetic, reworked in an incisive and contemporary language. The brand confirms its original identity: a "container" that offers a broad range of garments and accessories, from sportswear to formal and more elegant pieces, for different target customers including children, with a message that resonates across the board. Retaining its distinctive characteristics of experimentation and constant evolution, the collection offers a modern and innovative outlook on fashion.

Created in 2004 as a spin-off of Emporio Armani devoted to sports activities, EA7 offers technical and leisure clothing aimed at sports enthusiasts.

A|X Armani exchange, the brand launched in 1991, rewrites the urban dress codes, introducing the values of the Armani world to a younger audience. The collection is essential, contemporary and inclusive: it offers accessible, versatile clothing and accessories to a wide audience, regardless of age, gender or background, while replacing conventions with individual expression – in true Armani signature style.



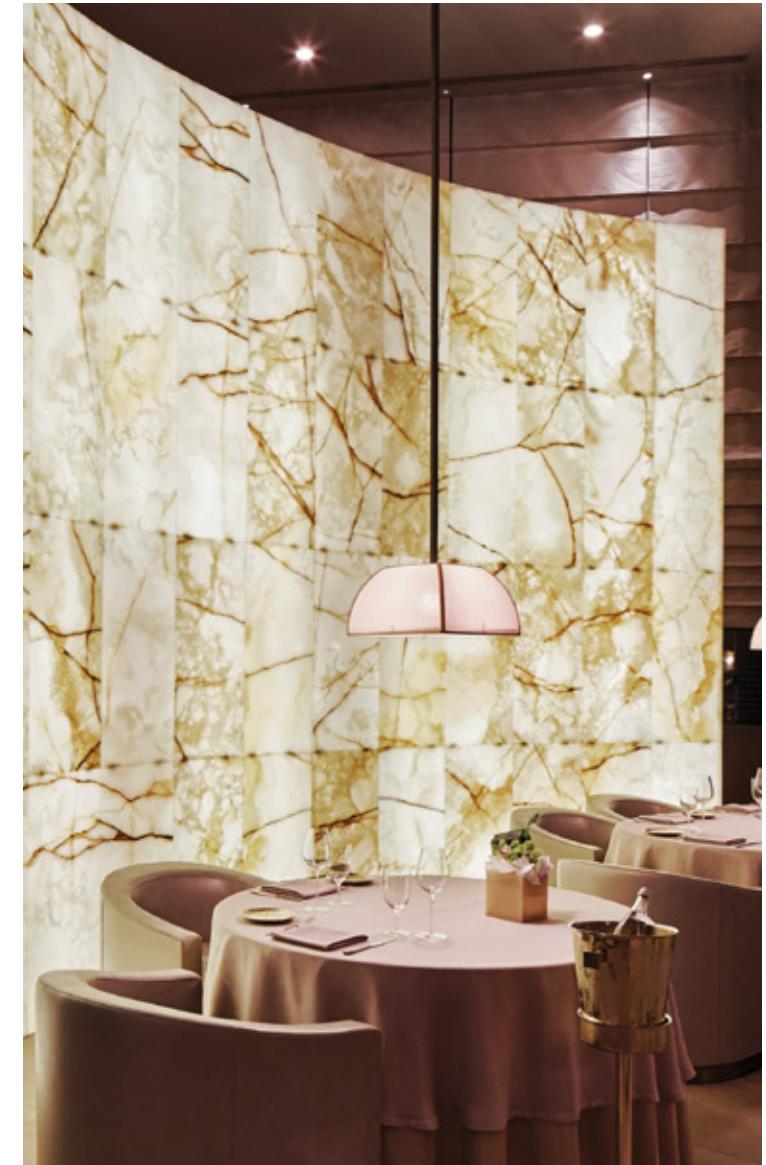
# Armani/Restaurants

The Armani world of food & beverage made its debut in 1998 with the launch of the Paris restaurant, the first of more than 20 restaurants opened worldwide by Giorgio Armani. From Milan to Tokyo, and Munich to Dubai, Armani restaurants are constantly evolving and today boast an international presence on four continents.

## A PIONEERING VISION

"I always wanted the Armani brand to become an expression of style as a lifestyle, of sophisticated simplicity as a sign of elegance in every field, and food that is one of the most important elements of everyday life could not be missing."

Many additions have been made over the years, since launching the pioneering concept of a fashion brand having its own dining establishments back in 1998. The offering now includes cafés, bars and restaurants in some of the most prestigious destinations around the world.





Private Dining Room, Armani/Ristorante, Armani Hotel Dubai  
Award-winning Italian cuisine infused with contemporary interpretation is the hallmark of one Michelin-starred Armani/Ristorante. One of just a handful of acclaimed dining destinations recognised by the Michelin Guide Dubai, the essence of Italy is brought to life through an inspired pairing of the finest ingredients and exquisite flavour combinations in a stunningly designed location.

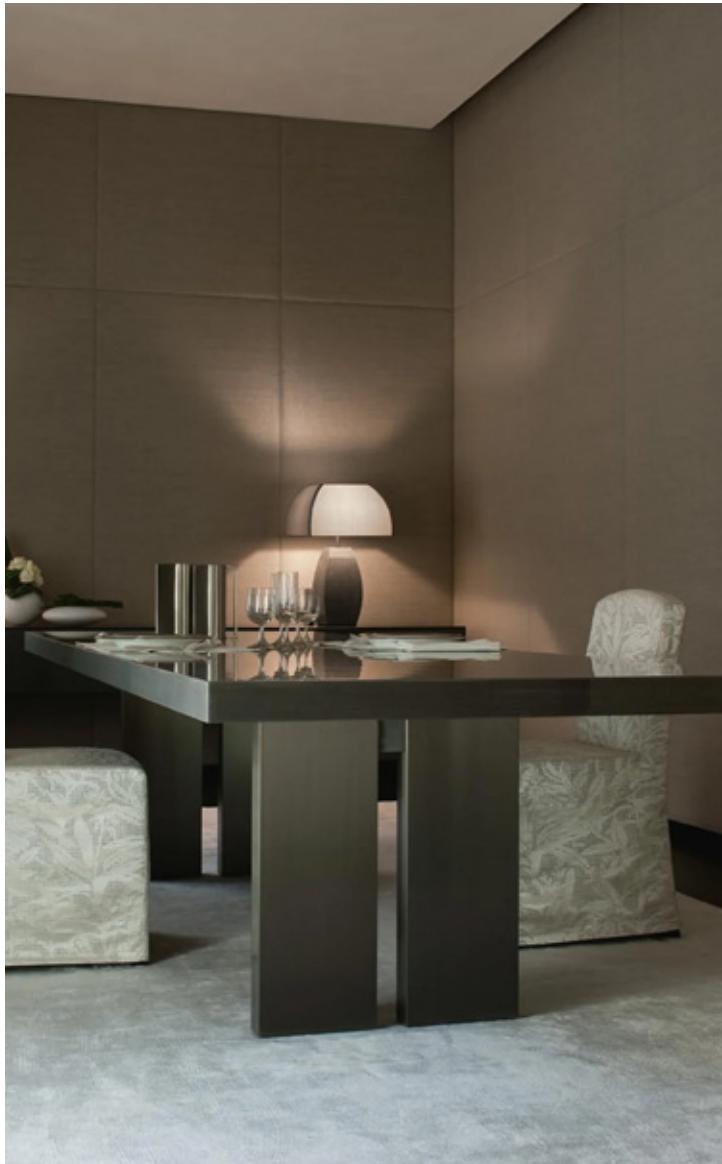


Armani/Caffè, Dubai Mall

# Armani/Casa

Introduced in 2000, Armani/Casa has established itself as a world leader in the luxury furnishings market. Synonymous with lifestyle, elegance and style, it arose from Giorgio Armani's concept for living: an intimate yet sophisticated and unique place, where comfort and harmony are ever-present.

In addition to furniture and furnishings – accessories, lamps and exclusive fabrics, wallpaper, bathrooms and kitchens – in 2004 Armani/Casa also launched the Armani/Casa interior design studio, a complete service aimed at private individuals and property developers, accompanying them from the initial concept and subsequently overseeing the execution of the entire project.





Armani/Casa, Private Residence in South Kensington, London

# Armani/Silos

Armani/Silos, located in Via Bergognone 40 in Milan, is a lively, open space that illustrates Giorgio Armani's professional experience, revealing a wealth of unique skills.

It is a place in which to design the future, a showcase for new directions and lifestyles, capable of capturing the evolution of times and changing cultures.

The Armani/Silos building was once a warehouse for a large multinational company. "I chose to call it silos because it was used to store grain – essential for life. And, like food, the way we dress is also a part of life" explained Giorgio Armani.





Armani/Silos

# Armani/Silos

The search for simplicity, eliminating unnecessary ornamentation and everything that is superfluous, coupled with a preference for regular geometric shapes and a desire for uniformity have produced a sober yet monumental building based on the rule of order and rigor: a rational response to practical needs, with spaces demonstrating respect for the original architecture. By preserving the building's unusual established form, recalling a beehive, a metaphor for industriousness, the renovation of the exhibition space reinforces the designer's aesthetic philosophy and creative dynamism.

The space includes not only the exhibition areas but also a gift shop and an open-plan indoor coffee shop, as well as housing a digital archive.

Giorgio Armani has said: "Setting up Armani/Silos, deciding what to exhibit and how, focusing on the themes that best represent a way of thinking and a style – all this helped me look back on my 40-year career in a passionate but balanced way. Because fashion, which seems to want to live in an eternal present, needs to reflect on itself and its own roots in order to face the future. Through this process of reflection, we see how fashion accompanies and often anticipates important social changes. Remembering what we were like in the past can help us understand what we might be in the future."



# Armani Hotels & Resorts



## STAY WITH ARMANI

The collection of Armani Hotels & Resorts reflects the pure elegance, simplicity and sophisticated comfort that embody the designer's signature style and aesthetic, bringing to life the 'Stay with Armani' philosophy characterised by excellence in service.

## AN EXCEPTIONAL WORLD OF LUXURY

Understated elegance, uncompromising attention to detail and stunning views meet world-class services and unmatched culinary offerings, ensuring an unforgettable experience for guests.





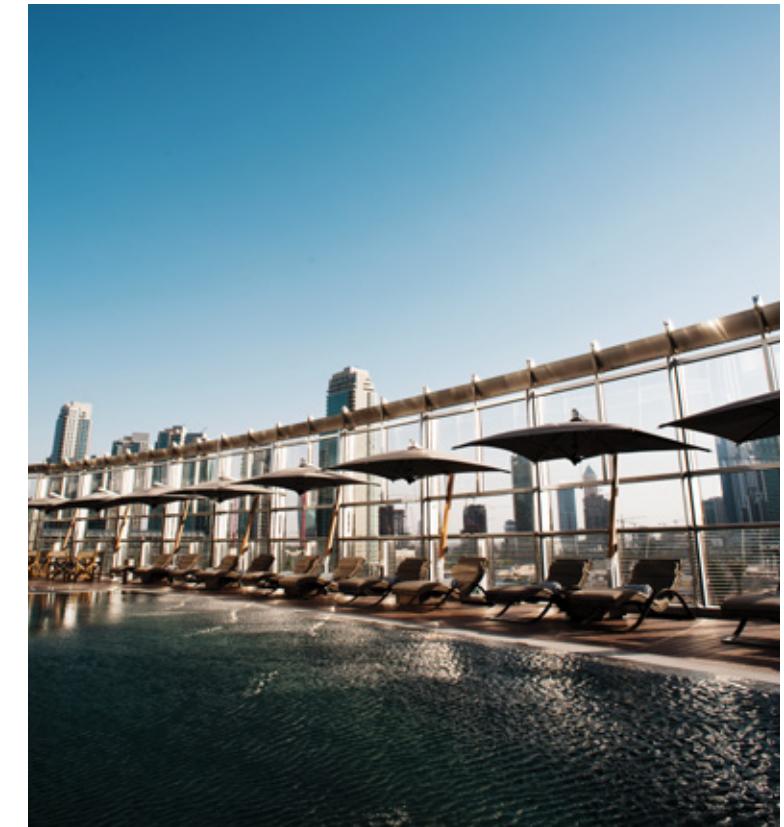
#### REST IN ULTIMATE STYLE

STAY: Exquisite settings and unparalleled service coupled with sophisticated ambiences define the exceptional lifestyle experience, where every element has been carefully curated by Giorgio Armani.



#### CULINARY INDULGENCE

DINE: Memorable award-winning dining experiences await at the Armani Hotels & Resorts, featuring exquisite menus and innovative gourmet dishes created by some of the world's leading chefs.



#### AN OASIS OF TRANQUILITY

RELAX: Enjoy the serene and blissful atmosphere of the Armani/SPA, offering unique treatments and exclusive services designed to help you fully unwind and regenerate.



# Armani Hotels & Resorts

Armani Hotels & Resorts, a brand that embodies the vision and elegance of legendary fashion designer Giorgio Armani. Renowned for its impeccable style and attention to detail, Armani Hotels & Resorts offers a collection of luxurious properties around the world that seamlessly blend contemporary design with timeless sophistication.

Each hotel and resort in the Armani portfolio reflects the designer's signature aesthetic, creating a harmonious fusion of modern elegance and warm hospitality. From the opulent interiors to the personalised service, every aspect is carefully curated to provide guests with an unforgettable experience that exudes refined luxury.

Whether it's an urban retreat or resort destination, Armani Hotels & Resorts invites you to embark on a journey of extraordinary experiences, where the essence of Armani's vision is artfully translated into every detail.



ARMANI  
Hotel Dubai



ARMANI  
Hotel Milano



ARMANI

Hotel Dubai





Armani Hotel Dubai

# Armani Hotel Dubai

Nestled in the iconic Burj Khalifa and within walking distance to The Dubai Mall, the world's largest shopping destination, is the Armani Hotel Dubai, a pinnacle of luxurious living and fine dining.

## PURE ELEGANCE AND SOPHISTICATED COMFORT

World-renowned Italian design meets signature Arabian hospitality at the heart of the world's tallest tower, Burj Khalifa. Stay, dine, meet, spa and celebrate in the world-first Armani Hotel Dubai and create your own bespoke memories.

## DINE

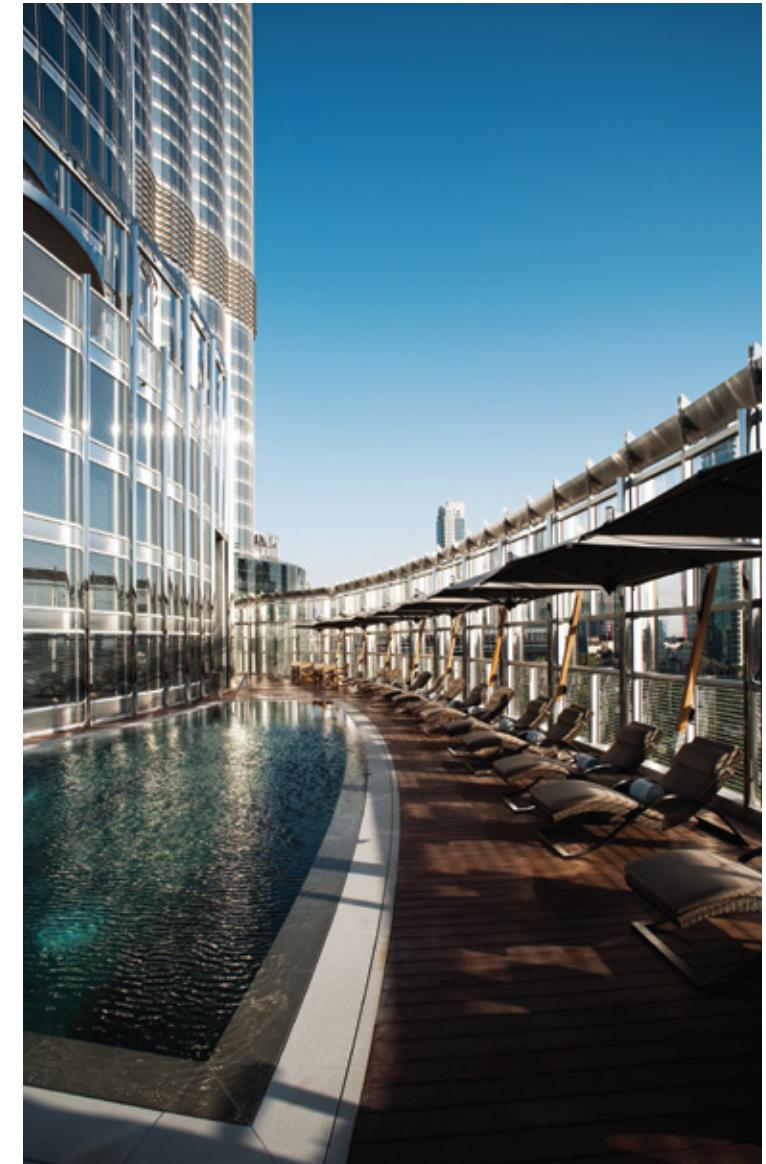
Spin the globe to embark on an award-winning culinary journey that transports diners from the heart of Italy and the Japanese archipelago to India's rich heritage and the shores of Europe and the Mediterranean.

## WELCOME TO A BEAUTIFUL OASIS OF PEACE

An oasis of peace and tranquillity in the heart of dynamic Dubai, the 1,200 square meters Armani/SPA embodies the Armani lifestyle and design philosophy by Giorgio Armani. Discover a collection of unique spaces and bespoke time-based treatments along with access to personal fitness, sequential thermal bathing, creative spa cuisine and private relaxation areas.



Armani Lobby, Armani Hotel Dubai



Pool Deck, Armani Hotel Dubai

# Armani Hotel Dubai



Armani/Amal, Armani Hotel Dubai



Armani/Ristorante, Armani Hotel Dubai

# Armani Hotel Dubai



Business Centre, Armani Hotel Dubai



Armani Fountain Suite, Armani Hotel Dubai

# Armani Hotel Dubai



Ambassador Suite, Armani Hotel Dubai



Armani Fountain Suite, Armani Hotel Dubai



Armani Dubai Suite, Armani Hotel Dubai

# Armani Hotel Dubai



Armani Dubai Suite, Armani Hotel Dubai



Armani Classic Room, Armani Hotel Dubai



Armani Residences, Armani Hotel Dubai



Armani Galleria, Armani Hotel Dubai

# Armani Hotel Dubai



Armani Events, Weddings



Armani Events, Weddings



# Armani Hotel Milano

Situated in the heart of the historic centre of Milan, in the city's prestigious fashion district, sits the Armani Hotel Milano, providing a world of harmony, privacy and calm in true Armani style.

## GOURMET EXPERIENCE & LOUNGE BAR

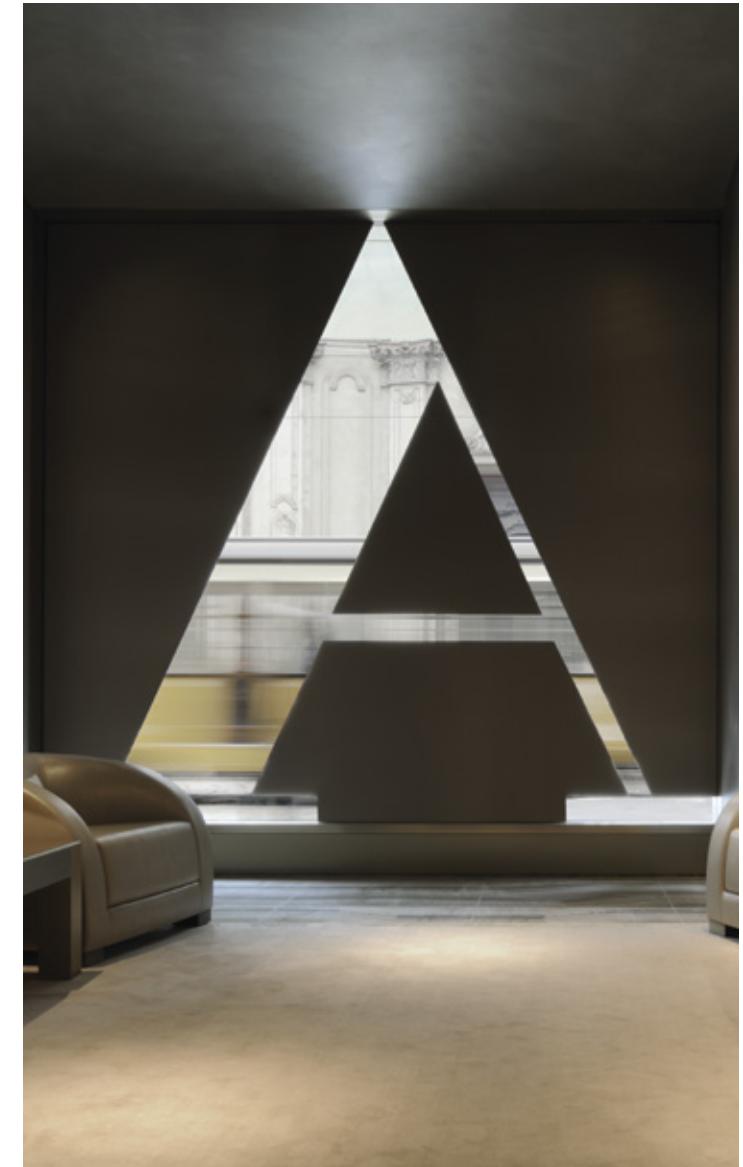
On the 7th floor, Armani/Ristorante and the exclusive Armani/Bamboo Bar are refined locations to taste the Italian gourmet cuisine revisited internationally or savour original drinks in an elegant panoramic setting overlooking the city.

## ARMANI/SPA

The exclusive ambience of Armani/SPA reflects the lifestyle and design by Giorgio Armani. A corner of quiet and wellness of 1000 square meters, with a breathtaking view from the eighth floor and immersed in the Milan fashion district. Take a break in the enchanting relaxation pool or get involved in the spa trail with saunas, steam baths and ice waterfall. Finally, choose from a wide range of hot teas, cold infusions and fresh fruits, the best solution to pamper you along the path and boost your energy to better face your day. Our Luxury Milan SPA is waiting for you.



Entrance, Armani Hotel Milano



Welcome Area, Armani Hotel Milano

# Armani Hotel Milano



Armani Premiere Room, Armani Hotel Milano



Armani Premiere Room, Armani Hotel Milano

# Armani Hotel Milano



Armani Deluxe Room, Armani Hotel Milano



Armani Presidential Suite, Armani Hotel Milano



Armani Presidential Suite, Armani Hotel Milano

# Armani Hotel Dubai



Armani Ambassador Suite, Armani Hotel Dubai



Armani Milano Suite, Armani Hotel Milano

# Armani Hotel Dubai



Armani Executive Suite, Armani Hotel Milano



Armani Executive Suite, Armani Hotel Milano



Bamboo Bar, Armani Hotel Milano



Armani/Ristorante, Armani Hotel Milano

A culinary haven blending Italian sophistication with timeless elegance. Led by Michelin-starred chefs, the menu celebrates Italy's rich flavours in a chic and refined ambiance, promising an unforgettable dining experience.



Armani/Spa, Armani Hotel Milano

Armani/Spa's relaxation area is a sanctuary of calm, an escape from the demands of everyday life and a world of luxury and self-care.





- Existing Locations
- Coming Soon
- Aspiring Destinations



## The Armani Group and Sustainability

“We do realise that building and securing the future of the planet requires changes in the way we live and do business. I have always believed in a business model based on a certain set of values that are essential to me and on a notion of fashion that is capable of creating value and fostering employment. We are aware of our privileged position, and with privilege comes responsibility.”

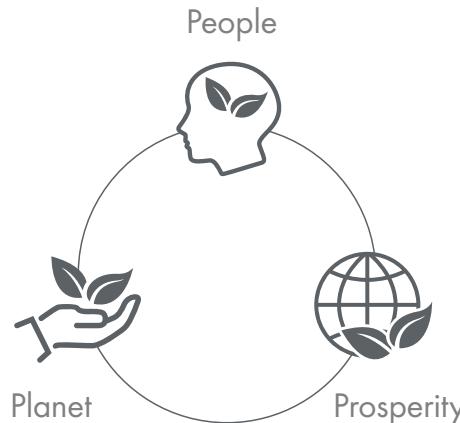
Giorgio Armani

# Armani/Values

## 01. Less is More

Giorgio Armani advocates for an inclusion that is primarily intellectual, rejecting the notion of generalised status symbols. He addresses strong personalities and intelligent characters, offering creations designed to endure over time. This idea is born from the belief that "less is more" and good design is timeless, emphasising the rejection of irresponsible consumption. Style, according to Armani, is a sustainable way of life.

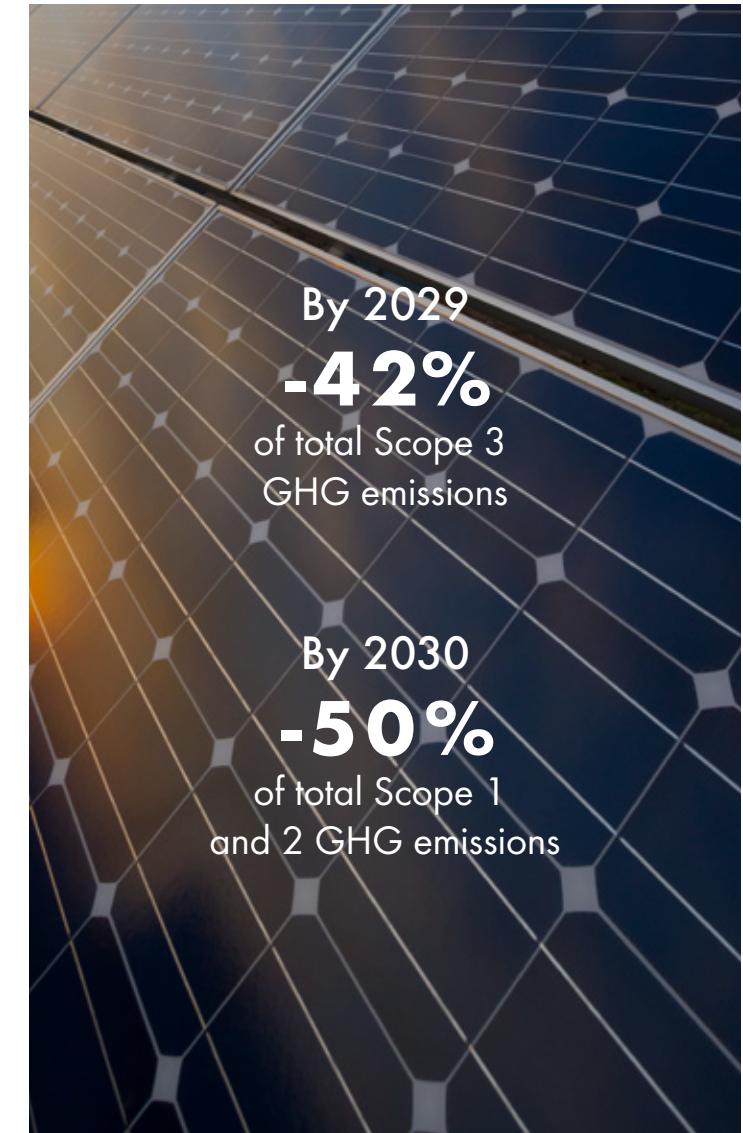
The Armani Group, as an international entity, adheres to the "less is more" strategy, creating and distributing wealth. This approach allows the Group to contribute to the economic growth of the social and environmental context in which it operates, all while aligning with the interests of its stakeholders.



## 02. Sustainable Strategy - 2030 Sustainability Plan

"We do realise that building and securing the future of the planet requires changes in the way we live and do business. I have always believed in a business model based on a certain set of values that are essential to me and on a notion of fashion that is capable of creating value and fostering employment. We are aware of our privileged position, and with privilege comes responsibility."

As a fundamental part of the Group's vision, the Armani Hotels & Resorts closely follow sustainability guidelines. In 2024, both the Armani Hotel Dubai and the Armani Hotel Milano will be working towards sustainability certifications in the tourism sector. This sustainability strategy is defined by three main areas of action: People, Planet, and Prosperity. Specific qualitative and quantitative objectives are identified for each of the three areas, aligning with the results of the materiality analysis. These objectives are summarised in the Group's Sustainability Plan, which is fed by internal strategic planning and analysis processes, reinforced by stakeholder input and participation in national and international working groups, in line with the Sustainable Development Goals (SDGs) defined by the United Nations.



Scope 1 are direct emissions from the combustion of fossil fuels used.  
Scope 2 are indirect emissions from the production of electricity used.  
Scope 3 are indirect emissions from the company's value chain, upstream and downstream.



ARMANI  
Hotels & Resorts