

IRENE FORTE

Irene Forte is the Wellness Director at Rocco Forte Hotels. She is the daughter of Sir Rocco Forte, Founder and Chairman of the group, and the niece of Olga Polizzi, Deputy Chairman and Director of Design.

Irene joined the Rocco Forte Hotels' Head Office team in January 2013 as a Quality Standards Executive to create brand standards that included a new service philosophy and values. These have since been established by Irene in all of the Rocco Forte properties.

In 2014, her role expanded to Brand Manager where she was awarded £250k in government funding to create a careers and development tool for the hospitality industry leading to the "Map My Future" app that launched in August 2016.

In 2017, her title changed to Group Project Director. Whilst still overseeing elements of learning and development for the hotels, she started overseeing the Spa and Fitness proposition across the group, launching Rocco Forte Spas which included a new spa philosophy and healthy eating aspect called Rocco Forte Nourish.

In 2018, Irene became Wellness Director for the group and launched her eponymous skincare line, Irene Forte Skincare, a nutrient-rich, natural and considered line that is inspired by Sicily and handmade in Italy. The products are used in all Rocco Forte Spas and as in-room amenities. They are also retailed outside the group, with a dedicated e-commerce platform and some key luxury retailers, such as Net-a-Porter.

After graduating from Oxford University with a BA in French and Italian, Irene completed a 6-month development programme at Brown's Hotel, London, concentrating on crucial hotel departments: sales and marketing, accounts, revenue management and guest reception. Prior to this, Irene was Communications Manager at Verdura Resort, Sicily.

Irene is fluent in English, French and Italian and a keen runner, having qualified as semi-professional in the London marathon. She is an ambassador for a number of charities and sits on the board of the Global Wellness Summit.

Irene's awards include

- 2016 Cater Rising Star Award
- 2016 Health & Nutrition Catey Award for launching the Rocco Forte Nourish programme used across Rocco Forte Hotels
- 2017 Acorn 30 Under 30
- 2019 Irene Forte Skincare Awards
 - Attracta Beauty Award
 - Baby Beauty Award
 - Wedding Ideas Beauty Award