

**OFFICINA PROFUMO - FARMACEUTICA DI SANTA MARIA NOVELLA OPENS A
NEW BOUTIQUE AT HOTEL SAVOY**



Two new fabulous experiences available to all suite guests

Hotel Savoy, a Rocco Forte Hotel in Florence, is pleased to announce the opening of a new in-house boutique in partnership with Officina Profumo – Farmaceutica di Santa Maria Novella. The ‘Officina’, one of the oldest pharmacies in the world, was founded by Dominican friars around 1221, the year of their arrival in Florence. They used medicinal herbs grown in the monastic gardens to make medications, balms and pomades for the monks' infirmary.

Today, the Officina is considered one of Florence’s finest brands, still true to its traditional artisanal methods and offering high end products across the world. The new boutique at Hotel Savoy will present select bestselling perfumes and cosmetics, among them, ‘The Queen’s Water’, an exclusive perfume the Officina created for Caterina de’ Medici – a native Florentine and Queen of France – in the early 16th century. It is still produced today following the ancient Dominican formula, and is known as Acqua di S. M. Novella – Profumo.

Besides benefiting from a wide range of tailor-made experiences, Hotel Savoy’s Suite guests will also have access to the Officina's two famous private tours: a visit of the historical home of the Officina in Via della Scala, in the heart of the pharmacy’s production premises, or a journey through the Santa Maria Novella Gardens, from May to September.

It has taken 407 years for Officina Profumo Farmaceutica di Santa Maria Novella to open a second store in central Florence and Hotel Savoy is delighted to play this integral role in preserving Florentine tradition and history.



HOTEL SAVOY
FLORENCE
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Rocco Forte Hotels

Established by Sir Rocco Forte and his sister, Olga Polizzi in 1996; Rocco Forte Hotels is a family of 11 individual hotels and resorts. All of the hotels are landmarks, both old and new, occupying magnificent buildings in exceptional locations. Led by a family who has been in hospitality for four generations, the hotels are united by their distinctive approach to service, ensuring guests experience the best of each city and its surrounding areas. Rocco Forte Hotels includes: Hotel de Russie, Rome; Hotel Savoy, Florence; Verdura Resort, Sicily; The Balmoral, Edinburgh; Brown's Hotel, London; The Charles Hotel, Munich; Villa Kennedy, Frankfurt; Hotel de Rome, Berlin; Hotel Amigo, Brussels; Hotel Astoria and St Petersburg. Upcoming opening: Puglia, Rome and Shanghai in 2019.

www.roccofortehotels.com