



HOTEL SAVOY  
FLORENCE  
A ROCCO FORTE HOTEL

AQUAZZURA  
FIRENZE

## PRESS RELEASE

### HOTEL SAVOY AND AQUAZZURA CELEBRATE THE FESTIVE SEASON TOGETHER IN FLORENCE



**Florence, 21 November 2019** - Hotel Savoy, the stylish Rocco Forte hotel in Florence, and Aquazzura, the Italian luxury footwear brand, have joined forces to offer guests a very merry vibe to celebrate this year's festive season. From November 28 to January 6, Hotel Savoy will feature Aquazzura's specially crafted Christmas decorations throughout the lobby, reception and Irene Bistro, combining luxury, tradition and Florentine fashion - principles that are already weaved into the hotel's design.

Visitors are greeted with a grand Christmas tree, brightly centered in the lobby, whilst smaller trees are carefully planted throughout the main spaces, tastefully decorated with silver Aquazzura ornaments and radiant golden pineapple decorations. The pineapple, Aquazzura's logo, is an emblem of hospitality, making it the perfect centerpiece for this partnership. It's a symbol that also reflects prosperity, and in some cultures, is thought to be a lucky charm attracting wealth and abundance.

This motif was intentionally chosen to bring good fortune and well wishes to all guests at Hotel Savoy. The festive spirit continues across the hotel, courtesy of Sebastian Flowers Italy who



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skillfully marries garlands and floral arrangements, creating synergy with Aquazzura's message and dressing-up the elegant staircase for the occasion.

"It's a pleasure to celebrate the holidays with Hotel Savoy and its guests" says Aquazzura's Creative Director and Co-Founder Edgardo Osorio. "We have carefully crafted decorations so that guests can feel the magic and excitement of this special season during their stay in our city. Aquazzura would like to take this special opportunity to wish everyone happy holidays!"

- Ends -

### **About Aquazzura**

The Italian luxury footwear brand AQUAZZURA was founded by Edgardo Osorio in 2011. Today the colourful designs with uncompromising comfort and craftsmanship have made AQUAZZURA an instantly recognizable household name in the world of luxury footwear. Edgardo Osorio, AQUAZZURA Founder & Creative Director, combines his passion for modern design with impeccable luxury craftsmanship to create timeless footwear with a twist. After just 8 years since its launch, Aquazzura has become an internationally acclaimed brand and its shoes can be seen on the feet of trendsetters, Hollywood stars, and European royalty.

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### **"Forte Escapes Suites" Offer**

Enjoy the festive atmosphere of Florence at Hotel Savoy with exclusive Christmas decorations by Aquazzura. Book a suite for 3 nights or more and you'll receive a complimentary night, all of the benefits of the Rocco Forte Suite Experience, plus:

- A private experience at Aquazzura's Boutique

*Set in one of Florence's most beautiful historic buildings, the Palazzo Corsini, a private visit to celebrated Italian luxury footwear brand Aquazzura is thrilling in more ways than one. Uncover the stories and techniques of this elegant, heritage maker and view the limited-edition collections the boutique houses (upon request), before a visit to Aquazzura's Headquarters in the company of a Aquazzura specialist. A welcome drink will be offered upon arrival. The visit is upon availability and must be requested 24h in advance.*

- A Festive in suite VIP amenities by Aquazzura.

Discover more:

[Forte Escapes Christmas Suites](#)



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**Notes to the Editors**

Hotel Savoy lies on Piazza della Repubblica in the heart of the city, between the Duomo and Ponte Vecchio. The 80 rooms and suites have been completely redesigned to enhance the Hotel's timeless elegance and celebrate Italian expertise. The 30 suites reflect Florence's history, culture, fashion and combine centuries-long heritage with contemporary design. The Restaurant Irene is inspired by a 1950s retro-chic bistro and the dishes, created by legendary Chef Fulvio Pierangelini, recall the traditional Tuscan cuisine.