

HIGHLIGHT in HOTELS — JULY 2021

# The Place Firenze

The rebirth of a Florentine icon on the footsteps of the Duomo



Dario Garofalo

THE DETAILS

The Place Firenze  
Pza di Santa Maria Novella, 7,  
50123 Firenze FI, Italy  
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AT A GLANCE

FHR | Boutique Hotel

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It's the rebirth of a Florentine icon. Located on Piazza Santa Maria Novella with the Duomo at your doorstep, this jewel of a hotel has been refreshed, refurbished and re-transformed once again into arguably the chicest hotel in not only Florence but perhaps Italy. While guests can expect neo-vintage design schemes and tasteful décor throughout, the hotel's real majesty is in its expert concierge team will expertly guide you to the famous local designers, artisans, restaurants that dot this spectacular city.



Credit: Dario Garofalo

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