

THE *Hollywood* REPORTER

Five Luxurious New Hollywood-Loved Hotels That Debuted in 2019

Star fans of these opulent destinations include Lady Gaga, Jamie Foxx, Adam Driver, Vin Diesel, John Legend and Nicole Kidman.

The year 2019 was huge for new hotel launches. As the industry becomes more and more crowded, the bar is becoming higher and higher to bring in attractive clientele. It's no longer just about creating an experience, but offering guests a bespoke space. Hollywood insiders know where to go for the best of the best in service, design, amenities and comfort. Here are five of the top hotel launches of the past year.



Hotel de la Ville Rome

Rocco Forte Hotels have long been the A-lister preferred stay in Italy, from the Hotel de Russie in Rome to Florence's Hotel Savoy. The bespoke hotel brand has now launched its second property in Rome, officially opening the doors to the Hotel de la Ville in May.

Located on the grand Via Sistina overlooking the Spanish Steps, the Hotel de la Ville has already become the new Hollywood home away from home in the eternal city. The hotel hosted Quentin Tarantino, Margot Robbie and Leonardo DiCaprio for the Italian launch of *Once Upon a Time in Hollywood* and Angelina Jolie and Michelle Pfeiffer for *Maleficent: Mistress of Evil*.

Rocco Forte spared no expense in renovating the 18th-century palazzo. The new hotel features 104 rooms and suites designed by architect and interior designer (and frequent Valentino collaborator) Tommaso Ziffer in collaboration with Olga Polizzi. Ziffer was inspired by the Grand Tour, a rite of passage tradition of the 17th and 18th centuries when young noblemen would travel across Europe on educational cultural journeys. He worked with local artisans to create a modern voyage of discovery throughout the hotel, from handmade wallpaper from Rubelli and Dedar to lush Italian fabrics and tapestries from Zardi & Zardi.

The Julep Herbal & Vermouth Bar serves a high-concept menu of drinks based on the 13th-century spice route. The sidewalk restaurant Da Sistina offers a menu of famed Roman dishes from chef Fulvio Pierangelini. And guests can enjoy food in the secluded courtyard from Mosaico, a blend of Italian and Middle Eastern cuisine.

And no stop to Rome is now complete without a visit to the Cielo terrace bar to capture one of the best 360-degree views of the city. Already one of the city's most popular rooftop bars, Cielo is the perfect place to enjoy an aperitivo at dusk, complete with generous complimentary snacks. The scene heats up after dark with a local DJ or live music.

And true to Rocco Forte's long collaboration with top fashion houses (the Hotel Savoy was recently remodeled by none other than the house of Emilio Pucci), guests can currently enjoy Missoni holiday decorations throughout the property. The concierge can also arrange behind-the-scenes shopping excursions to the decadent boutiques of nearby avenue of style Via Condotti.