



ETRA

exclusive | travelers | attitude

YOU CAN HAVE ANYTHING YOU DESIRE, RIGHT AWAY. BUT NOT THIS.
This is only for people looking for an exclusive way of discovering the world.

CONCEPT

ETRA is a fresh and innovative concept of ultra luxury hospitality built around the idea of selective travelers pursuing a tireless quest for exclusivity.

When meeting ETRA travelers enjoy:

- Uncharted 5 sense experiences built with the finest standards and maximum privacy
- Superlative and discrete private locations with impressive lookouts over iconic beauties of the territory
- Perfect and harmonic reinterpretation of contemporary luxury in a welcoming atmosphere and with a special sense of equilibrium between every element of its environments
- Exclusive access to its preferred network of professionals that offer memorable moments that money cannot usually buy



LOCATION

The first concept of ETRA is located at the noble floor of the Paggi Tainti building, in the core centre of Florence.

A marvelous spot with impressive lookouts over the Santa Maria del Fiore Cathedral and ease access to the most relevant entertaining areas: the elegant shopping district of Via Tornabuoni, the renaissance buildings and art of Piazza della Signoria and Uffizi Gallery, the romantic view of the Arno river with its elite restaurants by Ponte Vecchio.



A high-angle, close-up photograph of a luxury watch and a fur hat resting on a light-colored, textured surface, possibly a tray or a piece of furniture. The watch is the central focus, with its intricate dial and dark leather strap clearly visible. The fur hat is positioned above the watch, and the background is dark and out of focus, suggesting an elegant interior setting. The overall mood is sophisticated and high-end.

STUNNING SUITES

The 3 types of ETRA suites represent the perfect application of contemporary design and its formula to create timeless beauty.

PRESIDENTIAL

• 2 people – 1300 sqf

FAMILY

• 4 people – 1400 sqf

SIGNATURE

• 6 people – 2700 sqf

A marvelous block placed in the center of the dining room hides a professional kitchen designed by Boffi De Padova. Its sharp lines and soft contrasts between colors and materials are an extraordinary example of the essence of ETRA's contemporary design

PRESIDENTIAL





PRESIDENTIAL

- 2 people – 1300 sqf
- 1 dining/ living area with fully equipped kitchen
- 1 bedroom with en-suite bathroom and closet





A perfect sleep is guaranteed by ETRA's English-made mattresses with soft pillow-toppers and/or premium natural fibers like cashmere. Further extra-comfort is provided by the finest fabrics of linens made with Percale 600 thread counts that offer a unique sensation of freshness.

FAMILY




FAMILY

- 4 people – 1400 sqf
- 1 dining/ living area with fully equipped kitchen
- 2 bedrooms (o/w 1 convertible in twin) with en-suite bathrooms and closets







Epical restoration is finally possible where the giant sunken bath, pressurized shower and premium amber and wood fragrances make having a bubble bath with a beauty mask a must after a long walk around the city

SIGNATURE



SIGNATURE

- 6 people – 2700 sqf
- 2 dining/ living areas with 2 fully equipped kitchens
- 3 bedrooms (o/w 1 convertible in twin) with en-suite bathrooms and closets



ROOM AMENITIES AND INCLUDED SERVICES

- Remote Concierge and Operational Manager
- Professional maid service
- 7/7 room service from Sofia Loren bar & restaurant (from breakfast to dinner)
- Complimentary Italian breakfast
- Transfers roundtrip from/ to Florence Airport/ Train Station
- Welcome Champagne, fruits/ sweet treats or snacks and flowers
- Access to private wine cellar with exclusive wines
- Access to partners' SPA, Fitness area and Outdoor Pool
- Complimentary water, soft drinks and snacks
- Complimentary Nespresso coffe and La Via del The di Firenze
- High speed WI-FI
- Smart TV's with TV sat
- Premium Sonos sound system
- Luxury toiletries by Jo Malone or Perricone
- Dr. Vranjes ambience fragrances

UPON REQUEST

(not exhaustive list – provided by our affiliated partners)

- Executive butler service
- Private chef (Michelin Star or not)
- Private chauffeur
- In-house beauty and SPA treatments
- Laundry service



PRICING

	High Season (April to September)	Low Season (October to March)
PRESIDENTIAL (1 Bedroom)	€ 2.200,00 / night	€ 1.700,00 / night
FAMILY (2 Bedrooms)	€ 2.900,00 / night	€ 2.400,00 / night
SIGNATURE* (3 Bedrooms)	€ 4.900,00 / night	€ 3.900,00 / night

*10% off for more than 7 nights

Min stay 3 nights. Pricing includes 10% VAT.



