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Minor Hotels Opens the First Colbert Collection Hotel with Porta Rossa in Florence

Porta Rossa Hotel Firenze, Colbert Collection launches marking the global debut of the new brand



Minor Hotels, a leading global hotel owner and operator, announces the launch of Porta Rossa Hotel Firenze, Colbert Collection, marking the first hotel to open under the new Colbert Collection brand worldwide. Located on Via Porta Rossa, in the heart of Florence’s historic centre, the hotel officially debuted on 12th May 2026, following a comprehensive renovation to transform it into a flagship of the brand.

Housed within a landmark of exceptional historical significance — first mentioned in 1386 — Porta Rossa Hotel Firenze, Colbert Collection is probably the oldest hotel in Italy. Once a haven

for silk merchants, the building has transitioned from Renaissance elegance to richly decorated 19th-century interiors, today emerging, after a sensitive renovation, as a boutique gem where history is present in every detail. From the iconic red door to the evocative motto “*Per non dormire*” preserved in a stained-glass window, the hotel carries forward a legacy shaped by generations, reflecting Florence’s character.

This heritage is brought to life across its 69 elegant guestrooms and suites, conceived as intimate, contemplative retreats, inspired by the private rooms of a Renaissance palazzo. Draped headboards, textile canopies and a refined palette of leather, embroidered wallcoverings and mineral tones create spaces that feel timeless and deeply personal. The six signature suites offer an immersive journey through the history of both Florence and the building itself. From the Amici Miei Frescoed Junior Suite—famously featured in the iconic Italian film—to the Bartolini Frescoed Suite, adorned from floor to ceiling with exquisite 18th-century frescoes, each space provides a unique and inspiring stay. The hotel’s most exceptional experience is the Torre Monalda Signature Suite, set within a 13th-century medieval tower — one of the few surviving towers in Florence and historically a symbol of power among noble residences in medieval times. Offering unparalleled 360° views over Florence, it invites guests to spend the night within one of the city’s tallest historic towers— an experience that is both rare and deeply immersive.

Original architectural features, including vaulted ceilings and frescoed walls, remain central to the design approach, complemented by contemporary interventions introduced with a light, respectful touch. The result is a seamless dialogue between past and present, where Renaissance character meets modern refinement.

The Porta Rossa Hotel Firenze public areas reflect Colbert Collection’s “art of gathering”, with spaces conceived for shared moments, and informal encounters. Designed as a contemporary piazza, the lobby features bespoke furnishings, textured leather and warm lighting inspired by traditional Florentine lanterns. A lively bistro bar enhances the social atmosphere, while a new gastronomic concept by Michelin-starred chef Paulo Airaudo — launching in June — will firmly position the hotel within Florence’s renowned culinary scene. Through Airaudo’s distinctive Italian craftsmanship, the new restaurant reinterprets local ingredients, flavours, and traditions

with a refined yet approachable touch, seamlessly balancing authenticity with subtle innovation and honouring the promise “Local roots. Italian soul.”

In addition to leisure stays, Porta Rossa Hotel Firenze, Colbert Collection is well suited for intimate gatherings and professional events, with two meeting rooms accommodating up to 40 guests, making it ideal for small business meetings in a unique historic setting.

Just steps from Florence’s most iconic landmarks, including the Arno River, Ponte Vecchio, the Duomo complex, the Uffizi and Piazza della Signoria, the hotel offers guests an immediate immersion in a city celebrated for its artistic heritage, and exceptional cuisine.

"Colbert Collection represents a new chapter for Minor Hotels. The brand celebrates individuality and invites guests to discover hotels that are deeply rooted in their own world while bonded by a common sensibility. Porta Rossa Hotel Firenze perfectly expresses this philosophy, being a hotel with a soul - rich in story, generous in spirit, and deeply connected to its city. We are honoured to usher it into a new chapter while preserving everything that makes it extraordinary."

Gonzalo Aguilar, CEO Minor Hotels Europe & Americas



Launched earlier this year, Colbert Collection is a global premium soft brand uniting independent hotels through a shared passion on visual arts and authentic culinary experiences. Inspired by the vibrant spirit of Parisian boulevard cafés, the brand cultivates a sense of togetherness through carefully curated cultural and gastronomic moments that foster genuine community. As its inaugural property, Porta Rossa Hotel Firenze, Colbert Collection brings this vision to life — deeply rooted in place, history and artistic expression, and embodying the brand’s pillars: the art of gathering, the art of place and the art of taste.

After the debut of Porta Rossa Hotel Firenze, Colbert Collection, the brand will continue its expansion with The WestDill Mayfair Hotel London in Q4 2026, followed by Colbert Collection Koh Samui, its first property in Asia, scheduled to open in Q1 2027.

To celebrate the opening of Porta Rossa Hotel Firenze, Colbert Collection, Minor Hotels is inviting guests to experience the brand’s debut with an exclusive Minor DISCOVERY limited-time offer. Since June, loyalty programme members earn double DISCOVERY Dollars (D\$), unlocking enhanced value to enjoy future stays, dining and experiences across the group’s global portfolio, while discovering this distinctive new addition from day one.



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About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 66 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Discover our world at [minorhotels.com](https://www.minorhotels.com) and connect with Minor Hotels on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).

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