

Atlas

September 2019

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mixing it up
in Mayfair

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42.2529° N, 73.7910° W

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redefining
India's dress code





Hotel Lungarno

Florence, Italy

THE STATS

Borgo S. Jacopo, 14,
Florence, Italy
+39 055 27261
lungarnocollection.com
Rooms: 65
Restaurants: 2
Bars: 1



Etihad offers one daily direct flight from Abu Dhabi to Milan and two to Rome. etihad.com

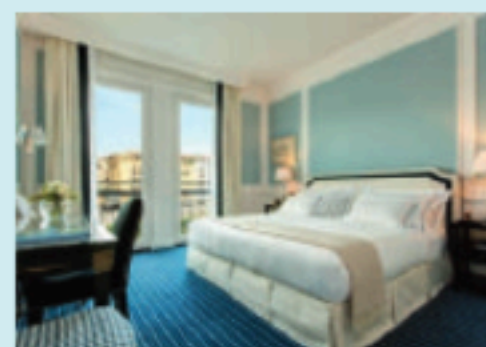
Background

As it doesn't mind telling you, this is the only hotel in Florence set directly on the Arno. Still, it's by no means an unfair brag: locations don't get any better than this gleefully unsnooty, Salvatore Ferragamo-owned riverside sleepover, just a few metres away from the Ponte Vecchio (yes, *the* bridge). Channelling Florentine interior-design grandee Michele Bonan's smart, blue-white, neo-nautical chic, 40 of the 65 rooms here have bridge views and are well worth the markup (especially the terraced upgrade). Breakfast, right by the river,

is doubly good, as are the Tuscan culinary creations of Claudio Mengoni at Michelin-gilded restaurant Borgo San Jacopo. Even if you're not staying, you can get in on the afternoon-evening cocktail-hour buzz at the old-world but unfusty, Gatsby-esque Picteau Lounge that has an outdoor terrace – yes, you got it – right on the Arno.

The USP

For Florence first-timers looking for a luxe, high-romance *pi  a terre* with walkable access to the city's top sights, Hotel Lungarno has it comfortably covered.



The Stratford

London, UK

THE STATS

20 International Way,
London, E20 1FD
+44 203 961 3333
thestratford.com
Rooms: 145
Restaurants: 2
Pool: 1



Etihad offers five daily direct flights from Abu Dhabi to London. etihad.com



Background

Not since the 2012 Olympics has London's E20 postcode been so buzzed-about. The latest addition to the skyline? Double-cantilevered, 42-floor skyscraper Manhattan Loft Gardens, designed by the same architects as the Burj Khalifa. It's the latest project from hospitality king-maker Harry Handelsman (founder of celeb-magnet Chiltern Firehouse), who seeks to create a "vertical community" by integrating a five-star hotel, The Stratford, with 248 lavish serviced apartments, a private members club and social "happenings", from film screenings to

yoga in three wildflower-filled "sky gardens". The building's restaurant teams have serious pedigree: Soho House alumnus Ben Harrington heads all-day dining at The Brasserie, while sister restaurant Allegra's interiors are by the design duo behind NOMA. Incredible city views as standard. With the V&A and Sadler's Wells building outposts nearby, this is definitely an area on the up.

The USP

Luxe loft-living for the rapidly gentrifying Olympic Park environs. Build it and they will come, Harry hopes.