

AG Group announces five-star hotel in Florence

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- Italy
- boutique hotel
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Italy: AG Group, Italy's first Italian-owned hospitality group, has announced the group's first five-star luxury hotel in Florence, due to open in Q3 2020.

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<https://www.boutiquehotelnews.com/news/hotel/ag-group-announces-five-star-hotel-in-florence>



IL Tornabuoni is located along Florence's Via Tornabuoni. It comprises 62 rooms and suites set across four floors.

Milano architect Andrea Auletta has overseen the interior design. He has designed each of the AG Group's hotels in Rome.

Dining options include a rooftop gourmet restaurant with a terrace, and champagne bar serving Italian and French bottles.

Fernando Pane has been appointed as general manager, having most recently held the position of resort manager at Il Pellicano.

In addition to IL Tornabuoni, AG Group opened the 13-room, four-star Campo Marzio in February this year. It is home to the CORDIALE Liquor House & Shop - Rome's only high-end boutique liquor locale.

CORDIALE offers breakfast to guests in the morning, serving light dishes in the evening hours with a full array of cocktails, liquor tastings and exclusive parties.

AG Group was formed in June 2019 by Andrea Girolami, the company's founder and president. The formation of the brand was a merger between tourism companies which Girolami had previously created and directed.

These include RSI Italy (a DMC now known as AG Boutique Journey); MAG Hotels (a portfolio of four-star boutique hotels in Rome, now known as AG Hotels); Italy Hotels Collection (a hotel consulting and revenue management firm, now known as AG Hotel Consulting); Diana's Place (a chain of gourmet bistros, now known as AG Foodies); as well as AG Domus Nova (a collection of luxury retreats for the elderly).