



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 suites 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.





The Paggi Tainti palace was built between 1901 and 1903 by the architect Paciarelli. Highly criticised by the Florentine press due to its strong distance from the classical style of typical renaissance buildings in the city centre.

The building currently preserves the beauty of its original liberty style features, such as the colorful ceramic tiles from the Cantagalli manufacture and iron decors from the Officine Michelucci. Today it represents the only example of Art Nuveau building in the city centre.

The spirit of innovation conceived by the trail-blazer Paciarelli and his forward-thinking mantra are continuing with our modern concept of luxury hospitality.





STUNNING SUITES

Walking barefoot on 250 sqm heat-treated parquet has never been so pleasant.

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

- Strong lines hide anything that eyes don't want to see
- Precious design objects placed in their natural environment
- Warm colors and scenographic effects create an elegant atmosphere

PRESIDENTIAL

- 2 pax – 120 sqm

FAMILY

- 4 pax – 130 sqm

SIGNATURE

- 6 pax – 250 sqm



PRESIDENTIAL

- 2 pax – 120 sqm
- 1 super king size bedroom with en-suite bathroom and closet
- 1 dining/ living area with fully equipped kitchen



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









FAMILY

- 4 pax – 130 sqm
- 2 super king size bedrooms (o/w 1 convertible in twin) with en-suite bathrooms and closets
- 1 dining/ living area with fully equipped kitchen





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








SIGNATURE

- 6 pax – 250 sqm
- 3 super king size bedrooms (o/w 1 convertible in twin) with en-suite bathrooms and closets
- 2 dining/ living areas with 2 fully equipped kitchens





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





UNCHARTED EXPERIENCES

There is only one factor that counts in living extraordinary, exclusive experiences: emotions have to be strong to create everlasting moments. ETRA's owners have built over the years, strong personal relationships with highly qualified professionals that respond to their finest taste of exclusivity and elegance. Together they have created uncharted experiences where privacy is paramount.





TIME FOR YOUR LIFE



ETRA is offering its private keys to access this selective network to live bespoke journeys that money cannot buy. To tease ETRA guests' imagination, it can offer its favorite Michelin starred seafood tasting privately in its dining rooms where the "Omakase" signature menu becomes a real time uncharted show-cooking.

TASTE PLEASURE



KEEP DREAMING



WALK IN ART

ROOM AMENITIES AND INCLUDED SERVICES

With its superior spaces and elegant design, its state of the art of technologies and comforts as well as its personalized attention to travelers need, ETRA represents the most exclusive private retreat in Florence.

- Concierge and access to owners private network of partners
- Table reserved for breakfast/ dining service at our partner terrace
- Professional maid service
- Nespresso
- High speed WI-FI
- Smart TV's with TV sat and Netflix
- Automated technology system and IOT devices
- Premium Sonos sound system
- Luxury toiletries by Jo Malone or Perricone
- Dr. Vranjes superior ambience fragrances
- In-house safe



UPON REQUEST

(not exhaustive list – provided by our affiliated partners)

In addition to its exclusive portfolio of Uncharted Experiences, ETRA offers to its guests the availability to enhance their suite life with special services available upon request.

- Executive butler service
- 7/7 in-room dining service
- Wine cellar provided by our premium affiliated partner
- Laundry service
- Private chauffeur with premium cars
- In-house beauty and SPA treatments
- PT and Pilates







Florence is where ETRA's first urban retreat is opening but it will be soon
in other special places where our exclusive travelers will desire to be.

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