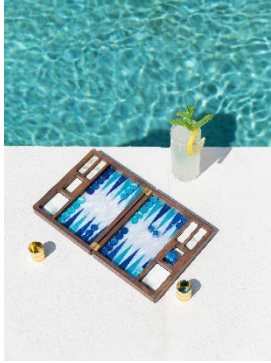




HOTEL LA PALMA

CAPRI



HOTEL LA PALMA CELEBRATES ITALIAN CREATIVITY WITH COLLABORATIONS WITH ESTEEMED BRANDS TO CURATE A LIMITED-EDITION CAPSULE COLLECTION

[Hotel La Palma](#), the first Masterpiece Hotel by Oetker Collection in Italy, officially opened its doors in June 2023. Reimagining a Capri icon, the 11th hotel of the Collection is a complete transformation of the oldest hotel on the island, formerly known as Locanda Pagano, dating back to 1822.

With its optimal location mere steps away from the *Piazzetta* - one of the world's most famous squares - the 50-key hotel has reestablished itself at the epicenter of the island's social scene, featuring vibrant restaurants and a bar, a buzzy private beach club, a swimming pool terrace & bar, and an indulgent spa.

In celebration of its opening, Hotel La Palma has collaborated with distinguished style and décor editor Gianluca Longo to launch a bespoke capsule collection, serving as the consummate assortment of Italy's finest luxuries.

"It was conceived as an inspiring emporium of all things Italian that are precious, craft focused, and unique. Every object and gift represent the island's spirit and all its colours and is designed to bring joy," comments Longo.

The collection features a selection of locally crafted products alongside custom-designed goods from Italian-based and international brands, drawing inspiration from the color palette of La Palma's interiors and Capri's effortlessly chic island style.

The resulting trove of treasures features collaborations with:

La Double J, Milan

The multifaceted brand founded by JJ Martin has created the perfect ensemble for guests of La Palma consisting of an elegant palazzo pant, two dresses, and headband all donning a custom pattern inspired by the property's design.

Marinella, Naples

The iconic Italian necktie company from Naples has designed a collection of hand-made goods for La Palma - a silk credit card holder and elegant headbands, serving as the perfect accessories for an aperitif in the *Piazzetta*.

Farella, Capri

Farella Capri, a local family business founded by four sisters, has curated hand-knitted pieces for over 20 years. For La Palma they have designed a delicate mint-green cashmere shawl, inspired by the hotel's signature shade.

Pier Sicilia, Catania

The sustainable and ethical brand made entirely in Sicily has crafted a tote bag and men's shorts for the property, using lightweight fabric in Capri's predominant colors of white and blue.

Aquazzura, Florence

Edgardo Osorio's celebrated creations combine innovative design and vibrant color palettes. Sandals decorated with a palm tree have been custom created for the hotel and are available in two variants: gold or brown and solid green.

Panizza 1879, Milan

From Ghiffa, on the shores of Lake Maggiore, the iconic hats are emblematic of the traditional craftsmanship of the Bel Paese. Four medium-brimmed models painted with marine motifs and palm leaves by the Neapolitan artist Alessandra Mango have been brought to La Palma. These are a must-have to show off for a day at the beach club, Da Gioia, or while taking a stroll down the winding walkways of the island.

Allegra Hicks, Naples

The British-Italian designer, known for her fine fabrics and fashionable kaftans, has created a line of colorful sarongs and scarves dedicated to La Palma, printed with Palm leaves, inspired by the property's signature emblem.

Shelly Zucker, Florence

Shelly Zucker, known for her extraordinary handmade jewelry and timeless objects made to measure, has crafted a line of bracelets, necklaces, earrings and pendants created with the island's vibrant colors in mind.

Laboratorio Paravicini, Milan

For over 30 years Laboratorio Paravicini has been reinventing the tradition of fine Italian craftsmanship utilizing constant research and experimentation to design its collections of plates and tableware. The porcelain saucer and tray service created for La Palma is an ode to the colors and soul of the property. This is a must-have collection for a refined and convivial table.

Chiara Grifantini, Florence

Vivid and intense color is the hallmark of internationally renowned Roman Fabric Designer Chiara Grifantini. For La Palma, she has created cushions with patterns inspired by palm leaves in vibrant and energetic colors, sure to not be missed.

Emilia Burano, Venice

The art of 'Burano', the world's most famous lace, has been cultivated for over four generations by the Burano family on the Venetian Island of the same name. Emilia Burano has remained faithful to the tradition, producing elegant household linen and lace. An exclusive table set in shades of gold and silver has been designed for La Palma.

Gae L., Apulia

The art of embroidery at its finest, the hand-embroidered coasters made for La Palma are a work of inestimable value.

Fenili, Bergamo

The historic buttons from Fenili, a family business that has produced these handcrafted works of art for generations, have found new life in the backgammon and playing card holder created for La Palma. These objects double as elegant home décor with their Mother-of-pearl and golden detailing.

OETKER COLLECTION

Oetker Collection is an exceptional portfolio of Masterpiece Hotels and villas in Europe, the UK, Brazil, and the Caribbean. Located in the world's most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the collection's mission is to preserve and extend its unparalleled standards through the acquisition and management of one-of-a-kind properties. The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hôtel du Cap-Eden-Roc in Antibes, Château Saint-Martin & Spa in Vence, The Lanesborough in London, L'Apogée Courchevel, Eden Rock - St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo, The Woodward in Geneva and Hotel La Palma in Capri.

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OETKER COLLECTION

Masterpiece Hotels



L'APOGÉE
COURCHEVEL



CHATEAU SAINT-MARTIN & SPA
CÔTE D'AZUR – VENICE – FRENCH RIVIERA



JUMBY BAY ISLAND
ANTIGUA - WEST INDIES



BRENNERS PARK-HOTEL & SPA
BADEN-BADEN



EDEN ROCK
ST BARTHS



THE LANESBOROUGH
LONDON



THE WOODWARD
GENEVA



HOTEL LA PALMA
CAPRI



LE BRISTOL
PARIS



THE VINETA HOTEL
PALM BEACH



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES



PALÁCIO TANGARÁ
SÃO PAULO