



HOTEL LA PALMA
CAPRI

PRESS RELEASE
season 2025





FRESH REFINED *Aesthetic*

Hotel La Palma, Oetker Collection's first Masterpiece Hotel in Italy, is delighted to announce its reopening on **April 16th, 2025.**

Housed within an iconic property that originally opened over 200 years ago, Hotel La Palma, which opened to global acclaim in 2023, has 50 keys, including 18 beautifully appointed suites. Each room is designed as a private sanctuary, complete with a balcony or terrace offering breathtaking views of the island, with the La Palma Suite at the pinnacle of Hotel La Palma's design excellence. Francis Sultana's vision for Hotel La Palma celebrates Capri's rich heritage while infusing it with a fresh and refined aesthetic.

Hotel La Palma is set to unveil an extraordinary 2025 season, filled with exciting new dining experiences and a curated calendar of exclusive weekly activations that will redefine summer on the island.



Exceptional DINING

Hotel La Palma continues to set new standards in luxury dining with an exceptional selection of culinary offerings, each designed to capture the essence of Italian hospitality and the island's inimitable charm.

As part of Hotel La Palma's continuous evolution, Bianca Rooftop is set to unveil an exciting new dining concept, redefining rooftop gastronomy in Capri. Inspired by the classic steakhouse and raw bar experience, the reimagined **Bianca Rooftop Carne & Crudo** will bring a bold, contemporary twist to the tradition of premium cuts and fresh seafood. Infused with the glamour, energy, and vibrancy of Capri, this elevated culinary destination will offer an unforgettable dining experience under the stars, where impeccable flavors meet breathtaking views and expertly crafted cocktails.

At **Gennaro's Restaurant**, the rich heritage of Italian cuisine is celebrated with a contemporary touch. Inspired by the warmth and authenticity of traditional restaurants, this elegant yet welcoming space invites guests to savor classic Mediterranean dishes crafted with the finest local ingredients. Under the expert guidance of chef **Giovanni Bavuso**, each plate tells a story of flavor, tradition, and innovation, creating an experience that is both sophisticated and deeply rooted in Capri's gastronomic culture.

For those seeking a refined yet relaxed atmosphere, **La Palma Bar & Terrace**, open from morning until late night, offers a front row seat to Via Vittorio Emanuele – known by some as the best fashion runway in all of Italy. This stylish setting is the perfect place to unwind throughout the day, whether enjoying a warm coffee in the morning or a leisurely aperitivo, a late-night drink, or one of the hotel's exclusive live music evenings.

Nestled on the shores of Marina Piccola, **La Palma Beach Club** embodies the spirit of barefoot luxury. Overlooking the crystal-clear waters, this chic seaside escape invites guests to enjoy an authentic taste of Capri, featuring the freshest catch of the day and seafood, vibrant seasonal dishes, and an atmosphere of laid-back sophistication. Whether arriving by boat or stepping down from the hotel, La Palma Beach Club offers an exclusive retreat where the rhythm of the waves sets the tone for sun-soaked moments.

Imelda Shllaku, General Manager of Hotel La Palma, shares that the hotel's "culinary philosophy is deeply rooted in the appreciation of local flavors and sustainable practices. We work closely with regional farmers, fishermen, and artisans to source the freshest, highest-quality ingredients, ensuring that every dish tells the story of Capri and territory's rich culinary heritage. Our menus are designed seasonally, showcasing authentic and genuine Mediterranean flavors, all while minimizing food waste and promoting responsible sourcing. We believe that true luxury lies in the authenticity of ingredients and the integrity of their origins. And above all, we want our guests to be immersed in an unparalleled culinary culture, allowing their taste buds to savor the history of the Caprese and Campanian territory.





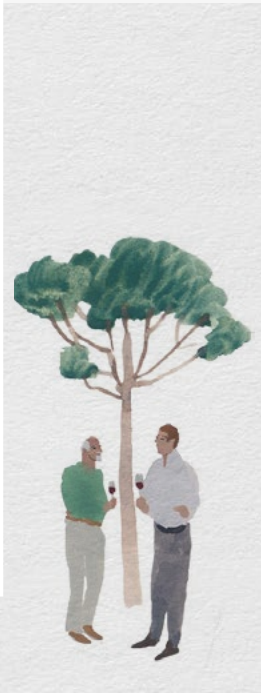
SPECIAL *Collaboration*

HOTEL LA PALMA IS PROUD TO UNVEIL A SERIES OF EXCEPTIONAL COLLABORATIONS FOR THE 2025 SEASON. THIS YEAR, THE HOTEL CONTINUES ITS COMMITMENT TO CELEBRATING ITALIAN HERITAGE, CRAFTSMANSHIP, AND INNOVATION BY PARTNERING WITH SOME OF THE MOST PRESTIGIOUS NAMES IN LUXURY AND DESIGN, EACH REPRESENTING A PILLAR OF ITALIAN EXCELLENCE.



Founded in 1937 in Milan, **Valextra** is synonymous with discreet luxury, impeccable craftsmanship and Made in Italy excellence. Known for its exquisite leather goods, the brand embodies Italian excellence in artisanal precision, fusing timeless design with a modern sensibility. For the 2025 season, Hotel La Palma is honored to collaborate with Valextra on an exclusive project that pays tribute to the essence of Capri. As part of this partnership, Valextra has designed two special-edition handbags inspired by the iconic colours of Hotel La Palma: the Iside x La Palma and the Micro Raffia Tote x La Palma, two sophisticated creations that reflect the vibrant hues of the hotel's lush surroundings. To celebrate this collaboration, Hotel La Palma will host an exclusive Trunk Show, offering guests the opportunity to discover this exclusive duo alongside Valextra's most iconic designs.

Continuing our long-standing collaboration with **E. Marinella**, the legendary Neapolitan brand that, for over a century, has been a symbol of sartorial excellence, embodying the finest Italian craftsmanship and timeless elegance. Founded in 1914 by Don Eugenio Marinella in Naples, the brand began as a small boutique specializing in handcrafted ties and shirts, inspired by the sophisticated style of British tailoring. Over time, its unparalleled quality and meticulous attention to detail captured the admiration of Neapolitan high society and international connoisseurs, transforming E. Marinella into an iconic name in luxury menswear. Today, under the leadership of Maurizio and Alessandro Marinella, respectively the third and fourth generations of the family, the brand continues to preserve its artisanal heritage while embracing modern luxury.



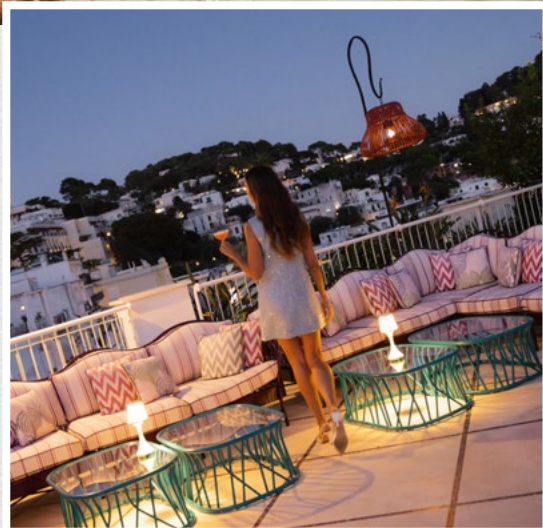
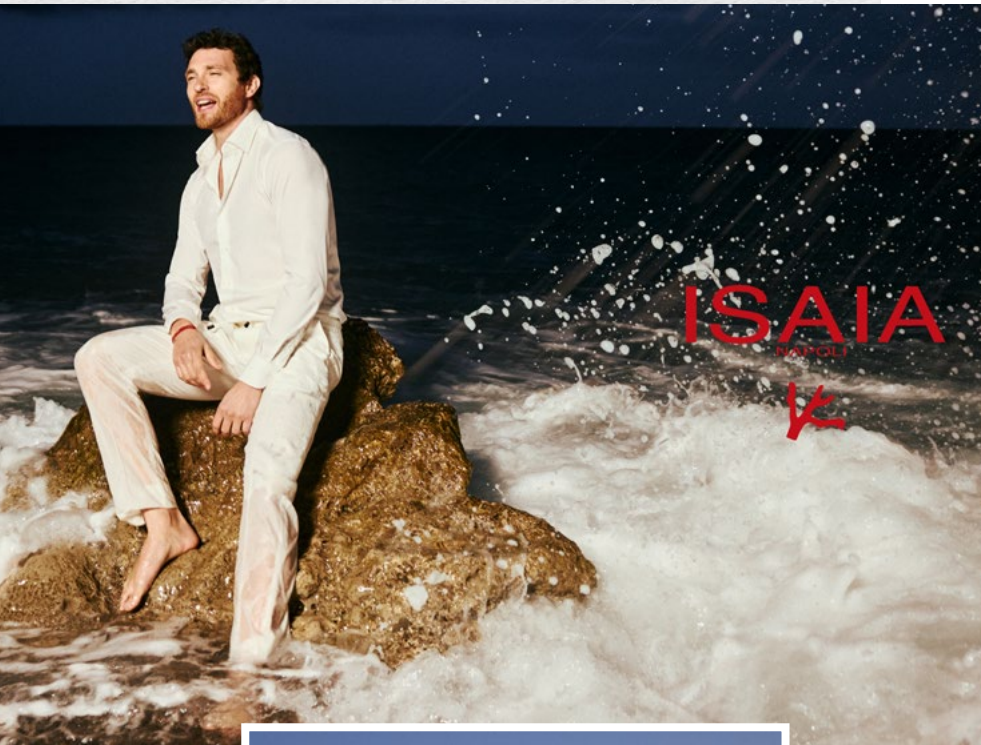
SPECIAL *Collaboration*

The spirit of Neapolitan tailoring continues with **Isaia**, a brand that has redefined men's luxury fashion with its distinctive approach to elegance. Established in Naples in the 1920s, Isaia has become a global symbol of refined Italian style, renowned for its impeccable cuts, innovative fabrics, and unmistakable red coral logo. This season, Hotel La Palma welcomes Isaia for an exclusive workshop in July, where guests will have the opportunity to experience the brand's latest collections, engage with expert tailors, and explore the art of Neapolitan craftsmanship in a setting that perfectly complements the brand's heritage.

No Italian celebration would be complete without an exceptional selection of fine wines, and **Bellavista**, one of Italy's most prestigious wineries, joins Hotel La Palma to enhance the sensory experience of the 2025 season. Founded in 1977 by Vittorio Moretti, Bellavista has established itself as one of the most distinguished wineries in Franciacorta, a region celebrated for its exceptional sparkling wines. Bellavista follows a philosophy of precision, simplicity, and a deep connection between people and the land. Every detail of the winemaking process is meticulously overseen, ensuring that each bottle embodies the character of Franciacorta and the passion of those who cultivate it. Today, Francesca Moretti, the family's oenologist, supported by Richard Geoffroy, leads the team of technicians in the winery and the vineyard. Guests will have the opportunity to discover Bellavista's signature cuvées through curated tastings and pairings, elevating their dining experience at Gennaro's, La Palma Bar & Terrace, and La Palma Beach Club.

"We take great pride in preserving the authenticity of Italian hospitality while embracing modern advancements that enhance the guest experience"
says General Manager, Imelda Shllaku.

"Collaborations with iconic Italian brands further enhance this balance, bringing a sense of heritage and craftsmanship into a contemporary luxury setting. This harmonious blend allows us to provide an experience that is both timeless and forward-thinking which also embodies the sense of community we want our guests to live."



Events AND Happenings

Hotel La Palma is set to elevate the Capri experience this season with an extraordinary lineup of exclusive activations and events that embody the essence of Italian elegance, style, and timeless sophistication.

In collaboration with the legendary **E. Marinella**, a historic Italian brand renowned for its bespoke handmade ties, exquisite silk scarves, and a wide range of exclusive accessories for men and women, Hotel La Palma presents **Venerdì Italiano**. Every Friday evening, guests are invited to immerse themselves in a sophisticated atmosphere at La Palma Bar & Terrace, where live music by The LP Band accompanies a refined selection of Italian cuisine and fine wines.

Once a month, the seamstresses of E. Marinella will be present in Capri for **Venerdì Italiano Sartoriale**, providing a unique opportunity to witness the bespoke creation process firsthand and to discover the brand's latest offerings, from its iconic handmade ties to its exquisite collection of accessories. This collaboration celebrates the timeless legacy of Neapolitan craftsmanship, bringing together tradition, innovation, and an unmistakable sense of style in the heart of Capri.

As the weekend draws to a close, **Sunday Brunch** offers the perfect opportunity to unwind after a lively Saturday night. Hotel La Palma guests can enjoy a leisurely, relaxed brunch experience at La Palma Bar & Terrace. A selection of exquisite dishes ensures the perfect blend of comfort and indulgence, creating a serene environment to reflect and rejuvenate before the start of a new week. Beginning in mid-July, the Sunday brunch will be replaced by **Dolce Vita** which invites guests to embrace the true spirit of summer in Capri. Every Sunday afternoon, the hotel comes alive with the vibrant sounds of a live DJ set, as guests sip on expertly crafted cocktails and enjoy an unforgettable aperitivo. This celebration of style, music, and effortless charm captures the heart of La Dolce Vita.

For those looking to step back in time, **Bring Back the 80's** at Bianca Rooftop Carne & Crudo promises an evening of nostalgia and celebration. The vibrant atmosphere, paired with retro beats and iconic 80s hits, creates an unforgettable experience. Guests can sip on themed drinks, dance under the stars, and immerse themselves in a world that brings the best of the 80s back to life in true Capri style.





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CAPRI



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