

VILLA SAN MICHELE
A BELMOND HOTEL
FLORENCE

**SOFIA PELUSO IS THE NEW GENERAL MANAGER OF
VILLA SAN MICHELE, A BELMOND HOTEL, FLORENCE**



February 28th, 2022 – Belmond announces the appointment of Sofia Peluso as General Manager of Villa San Michele, A Belmond Hotel, Florence, the brand's flourishing masterpiece on the hills of Fiesole above Florence. Sofia Peluso will take up the position from 1 March 2022.

Sofia joins the teams at Villa San Michele after two years in Belmond as Divisional Director of Sales for Southern Europe. She brings a wealth of experience to the role having worked in the luxury hospitality industry for over 20 years, starting in Starwood Hotels & Resorts. Over the years she has covered directorship roles in Sales and Marketing, working in Florence, Milan and Rome.

With her depth of knowledge of the sector, Sofia is excited to take on this role in one of the most iconic hotels in the city.

Villa San Michele will reopen on 27 March, showcasing a reinvented array of distinctive dining and drinking venues, a new programme of intriguing cultural initiatives, and experiences that underscore the uniqueness and artisanship of the destination.

Robert Koren, Senior Vice President, Europe, Middle East & Africa, states: "We are excited to see Sofia Peluso take the reins of Villa San Michele as its new

General Manager, as we see Villa San Michele enter a new phase. With her brilliant experience in executing commercial strategies through curated and engaging experiences, her international outlook and her passionate leadership, she will bring new energy to the Villa without jeopardizing its cultural heritage. I am sure that her approach strongly orientated towards the design of creative initiatives and excellent service will find a fertile ground at our legendary property on the Florentine hills’.

“I am honoured to be here - I have always felt a deep connection with Florence and this inspiring hotel. Villa San Michele is one of the true jewels of European hospitality, and I feel extraordinarily privileged to be assuming custodianship of such a unique and treasured property, which prepares itself to play host to a flourishing scene of food, wine, social and cultural connections.” says Sofia Peluso.

Villa San Michele, A Belmond Hotel, Florence, originally a 15th century monastery, is set amongst lush terraced gardens carved into the hilltop overlooking the Renaissance city. Original architecture, artworks and detailing can be seen throughout the property. Preserved and restored to their former glory, they now form the backdrop to a modern way of life. Breathtaking views, a distinctive cuisine, and a thriving social scene of art, culture and creativity make the Villa one of the most unique luxury hotels in Florence, Italy.

Contacts for Press:

Sophie Micol Fabiani, PR Manager, Villa San Michele
sophie.fabiani@belmond.com
+39 338 6050433

Press Office Italy - Grassi&Partners

Silvia Bruno Ventre,
silvia_brunoventre@grassipartners.com
+39 335 698 4442

Marcello Lovagnini,
marcello_lovagnini@grassipartners.com
+39 340 586 5760

About Belmond

Belmond has been a pioneer of luxury travel for over 45 years, building a passion for authentic escapes into a portfolio of one-of-a-kind experiences in some of the world’s most inspiring destinations.

Since the acquisition of the iconic Hotel Cipriani in Venice in 1976, Belmond has continued to perpetuate the legendary art of travel, taking discerning global travelers on breathtaking journeys. Its portfolio extends across 24 countries with 46 remarkable

properties that include the illustrious Venice Simplon-Orient-Express train, remote beach retreats like Cap Juluca in Anguilla, Italian hideaways such as Splendido in Portofino, or unrivaled gateways to world natural wonders such as Hotel das Cataratas inside Brazil's Iguazu National Park. From trains to river barges, safari lodges to hotels, each unique property offers an incomparable experience with its own story to tell. The essence of the Belmond brand is built upon its heritage, craftsmanship and genuine, authentic service. Belmond sees its role as custodians of timeless heritage, dedicated to preserving its assets through sensitive ongoing restoration plans. Belmond is part of the world's leading luxury group LVMH Moët Hennessy Louis Vuitton.

[Belmond.com](https://www.belmond.com)