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COLLECTION

PRESS RELEASE

FRANKFURT'S VILLA KENNEDY TO BECOME "THE FLORENTIN"



The Florentin Courtyard

BORIS MESSMER APPOINTED GENERAL MANAGER

New York - July 15, 2024: In early 2023, the [Althoff COLLECTION](#) announced the relaunch of an iconic Frankfurt hotel. Now, the renowned hotel group has announced further developments at the former "Villa Kennedy." Built in 1901 by the prestigious von Speyer banking family, the mansion was designed in gothic and Renaissance style by Frankfurt architect, Alfred Günther, and was expanded into a hotel some decades ago. The luxury [Florentin](#) is located in Frankfurt's leafy Sachsenhausen district, and is set to open in summer 2025.

The Florentin is planned as an "urban retreat" with 147 rooms, comprising 95 studios and 52 suites, 13 of which are located in the original historic villa. The twelve Signature Loft Suites and the 3,450-square-foot Presidential Suite are particularly spacious and exclusive. The new name, "The Florentin," was chosen to symbolize the heart of

the complex's architecturally endearing ensemble: its magnificent inner courtyard. Derived from the Latin "florens," meaning blossoming or flourishing, the hotel's new name was chosen to symbolize growth and constant renewal, a reference to the natural beauty and vitality that will surround the guests of this unique property.



Signature Loft Suite © CONREN Land AG

"The Florentin is a promise of relaxation and inspiration, embedded in elegance and exclusivity, and it's an ideal name for this excellent location surrounded and characterized by greenery," says Frank Marrenbach, CEO of Althoff Hotels. "I am immensely proud that we have been able to appoint Boris Messmer as its General Manager," Marrenbach continued, "who is returning to Germany after many years abroad and who is just as passionate about the project as we are; I warmly welcome him to the Althoff family and am delighted that together we will be bringing this jewel back to life."



Boris Messmer

Over the last three years, Messmer was responsible for the opening and positioning of the luxury Maybourne Riviera on the Côte d'Azur overlooking Monte Carlo, having worked with the Maybourne Hotel Group since 2015. Before being entrusted with launching the group's French Riviera hotel, he gained valuable experience at all Maybourne's London properties and developed into a hotel manager. The 42-year-old came to the British capital in 2010 through a transfer within the Fairmont Group - moving from a training position in his hometown of Hamburg to the front-of-house team for the reopening of London's legendary Savoy. After four years, he continued to the Dorchester, and then to Claridge's.

Boris Messmer is euphoric. "I am a host at heart and have always had a passion for special addresses. When I heard that Althoff was taking over this hotel, my desire to be a part of its rebirth grew. Frank Marrenbach and the entire team have placed a lot of trust in me, and I would like to thank them for their confidence. It's going to be an exciting time!"

Additional details of The Florentin, including the design, gastronomy, spa and meeting and event facilities, will follow soon. For more details, visit <https://www.althoffcollection.com/en/the-florentin>.

ABOUT THE ALTHOFF COLLECTION:

The Althoff COLLECTION, part of the Cologne-based Althoff Hotels umbrella brand, is one of Europe's only owner-managed luxury hotel groups. The current five individual five-star hotels in the collection rely on gourmet cuisine as well as beauty and spa treatments at the highest level. The portfolio includes the Grand Hotel Schloss Bensberg in Bergisch Gladbach near Cologne (also a member of LHW); the Hotel Fürstenhof in Celle; the Seehotel Überfahrt on Lake Tegernsee in Bavaria (also a member of LHW); the St. James's Hotel & Club in London; as well as the Hotel Villa Belrose in St. Tropez. The Althoff Hotel am Schlossgarten in Stuttgart is undergoing extensive renovation and will reopen in summer 2025. The philosophy of the Althoff COLLECTION concentrates on excellence of cuisine, architecture, design and service. www.althoffcollection.com

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