



Paragon 700 Boutique Hotel & Spa Opens Doors to Guests in the Heart of Italy's White City, Ostuni, Puglia

9th September 2020

With Covid-19 stalling its inaugural opening, the team at Paragon 700 Boutique Hotel & Spa, are thrilled to be able to finally open the doors to guests for the very first time on 18th June 2020. The elegantly restored red palace in the heart of Puglia's White City, Ostuni, has been meticulously restored to boast 11 individually curated rooms, meaning guest numbers are naturally limited and exclusive takeovers are possible.

Standing in stark contrast to the whitewashed buildings of Ostuni, Paragon 700's red brick façade cocoons a lush garden and swimming pool, a rare green space in the heart of the city, offering a spacious, tranquil and exclusive oasis, just a five-minute walk from the main square. The team have put in place a full range of cleanliness and safety measures in light of Covid-19, including daily temperature checks for staff and for guests on arrival, to ensure the safety and wellbeing of all those who wish to enjoy this exciting new boutique hotel.

Rooms & Suites

The Paragon 700 Boutique Hotel & Spa team painstakingly restored every inch of the former Italian palace using traditional handcrafted techniques, while injecting a splash of modern flair. The renovation project was guided by architect and interior designer Pascale Lauber, including French parquet flooring that extends throughout all 11 rooms and suites, with feature stonewashed bed linen, cathedral ceilings, period frescos and fireplaces. Each guest room is different, some offering terraces, balconies or in the case of the Paragon Suite, a sunken bathtub and private terrace with sun loungers. Guests who fall in love with the chic interiors will be delighted to discover that they can buy select furniture and décor to take home as the ultimate holiday memento. Any sold pieces will be replaced by the boutique hotel's stylish owners, who will be happy of an excuse to indulge their passion for sourcing eclectic items.

Gourmet

Paragon 700 Boutique Hotel & Spa will bring a fresh taste to Ostuni, with the opening of Restaurant 700. Head chef Giovanni Cerroni, apprentice of Francesco Bracali, Terry Giacomello, Italo Bassi and with a significant experience at *Mugaritz* under Andoni Luis Aduriz, offers an enticing menu that celebrates outstanding local ingredients and cuisine. Open to guests and locals alike, this new venue will offer an intimate dining experience, with impeccable service and the finest local vintage from the hotel's impressive wine cellar. Bar 700 will be the perfect place to relax with an aperitif, nightcap or creative cocktail.

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Guests at Paragon 700 Boutique Hotel & Spa can look forward to experiencing all that Ostuni and Puglia have to offer, with the hotel team on hand to arrange and curate tailor-made experiences, from bespoke voyages on the hotel's private boat, to wine tastings, motorbike tours and cooking classes. The hotel's unrivalled location between Ostuni's 700th and 800th historic district, means that exploring Italy's White City couldn't be easier, while those looking to enjoy the region's stunning beaches can take advantage of reserved sun loungers at P-Beach, Paragon 700's sister beach club. The hotel will also play host to events throughout the year, from alfresco art classes to open-air cinema evenings.

Wellness

As the only hotel in the heart of the White City to offer a swimming pool and garden, Paragon 700 Boutique Hotel & Spa will also be an unrivalled haven for guests looking to unwind and recharge. After mornings wandering Ostuni's alleys, there will be nothing more inviting than diving into the cool water, relaxing with a novel in the fragrant citrus orchard, or stretching out with a personalised yoga or Pilates classes in a secluded corner of the garden. The palace's former water chamber has been transformed into a unique spa offering a Turkish bath, Himalayan salt wall, multi-sensory shower and a natural whirlpool dug into the ground. Couples booking the two mezzanine-level treatment rooms can enjoy exclusive access to the spa, essentially their very own private wellness sanctuary.

Health & Wellbeing

The team at Paragon 700 Boutique Hotel & Spa are taking every precaution to ensure stringent practices around food handling, sanitisation, disinfection and cleaning are in place to protect both guests and staff in light of Covid-19. Guest wellbeing is an absolute priority, with procedures such as advanced check in, temperature checks and deep cleans of all rooms to be expected as standard. Guests can expect sanitized bottles in the minibar and disinfectants across all areas, with protective masks employed when necessary. With regards to dining, guests will have access to room service menus should they prefer not to dine in the restaurant and breakfast will be served on the hotel terrace, at a comfortable distance and a la carte. The hotel team will be constantly adjusting and developing measures in accordance with the guidelines of local authorities and are happy to be contacted with further enquiries or for more information.



Open year round, Paragon 700 Boutique Hotel & Spa is the ideal destination for well-travelled guests in search of an authentic Puglian experience combined with contemporary style. The hotel offers a private underground car park, so guests can come and go in the comfort and safety of their own vehicles. A 30-minute scenic drive from Brindisi Airport or 1-hour from Bari Airport, both open to commercial airlines and private jets, the hotel offers an effortless and elegant escape with outstanding design and service coupled with unrivalled experiences.

Nightly rates at Paragon 700 start from €300 based on two people sharing a room on a bed and breakfast basis. Exclusive buyouts are available from €10,000 for two nights with a minimum F&B spend of €3,000. www.paragon700.com

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