

Company Profile

Luxurious Life, Lasting Love

STORY TELLING

The Lazzarini family has a long experience in hotellerie behind them: it dates back to the early 80s the birth in Rome of the Lo.An Group signed by the two brothers, Lorenzo and Antonio, who gave life through the years to eleven hotels located in different points of the Capital, with the aim of offering each customer a customized and variegated stay experience.

Today Antonio makes room for new generations and, together with his sons Alessandro, Laura and Beatrice, launches the 4L Collection brand, which aims to enrich the vision of hospitality offered by their own facilities, without forgetting the original values of the founders.

And in fact, the 4L COLLECTION brand wants to recall the initial of the surname of its four components to highlight the importance of the spirit of the family in a modern way.

The properties currently in portfolio are five: Hotel degli Aranci, 4 stars in Parioli, Hotel Villa Glori, 4-star hotel on Via Flaminia a few steps from Piazza del Popolo, Hotel della conciliazione, 4-star near San Pietro, the new 4-star American Palace Eur, reopened in April 2018 after a complete renovation and the 3-star Hotel Sole Roma, in the heart of historic Rome between Campo de' Fiori and Largo Argentina. And the beginning of the new year will reserve other surprises enriching this reality with new opportunities.

MISSION

4L COLLECTION's **mission** is to offer a sincere and impeccable welcome, which let the guest live an experience that will amaze all five senses. Each hotel of the collection, in its uniqueness, will meet the expectations of every customer, who stays for vacation, for work or participating in an event, always transmitting a refined atmosphere and impeccable professionalism.

VISION

4L COLLECTION wants to present a new concept of hospitality that enhances heritage human resources and consider guest satisfaction at the center of its strategies and with an important focus on environmental protection.