



HOTEL LA PALMA  
CAPRI

PRESS RELEASE  
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HOTEL LA PALMA



## Hotel La Palma Unveils a Season of Exclusive Collaborations for 2026

Capri, Italy — Hotel La Palma, Oetker Hotels' first Masterpiece Hotel in Italy, continues to redefine luxury hospitality on the island with an exceptional 2026 season dedicated to creativity, craftsmanship, and curated collaborations. Originally opened over 200 years ago and reimagined to global acclaim in 2023, the 50-key property — including 18 exquisitely designed suites — stands as a refined sanctuary in the heart of Capri. Conceived by renowned designer Francis Sultana, Hotel La Palma celebrates the island's rich cultural heritage while introducing a contemporary, sophisticated aesthetic.

Building on its vision of immersive guest experiences, Hotel La Palma presents a series of exclusive collaborations with leading international and Italian brands. Through these carefully selected collaborations, Hotel La Palma continues to position itself as a cultural and lifestyle hub on the island — a place where design, fashion, and hospitality converge. Each partnership has been thoughtfully chosen to complement the hotel's identity, creating a dynamic environment that evolves throughout the season while remaining rooted in authenticity and excellence.



Founded in 1857 by Giuseppe Borsalino, the Maison has become one of Italy's most enduring symbols of craftsmanship and style. Its creations quickly gained international acclaim, becoming a hallmark of elegance worn by influential figures in cinema, art, and culture, from the golden age of Hollywood to contemporary tastemakers. Today, Borsalino continues to represent the pinnacle of refined Italian savoir-faire, blending heritage with a forward-looking approach to design.

Borsalino aligns naturally with Hotel La Palma's commitment to celebrating tradition while embracing modern luxury. For this partnership, Borsalino has exclusively reinterpreted its signature hat for Hotel La Palma, introducing a bespoke version adorned with a colored band inspired by the hotel's unique palette. This refined detail creates a subtle yet unmistakable connection to the property, transforming each piece into a collectible expression of Capri's spirit and Hotel La Palma's identity.





# Brunch

Established in 2020 in New York, Brunch is rooted in the belief that everyday life should feel as effortless as a vacation—that you don't need a reason to relax.

Building on this synergy, the partnership has evolved over time through exclusive creations. In its first year, Brunch designed a signature slipper featuring the iconic white and turquoise stripes synonymous with Hotel La Palma, capturing its playful yet refined spirit.

This season, the collaboration has taken another step forward with the introduction of a loafer slipper — understated, versatile, and exceptionally comfortable. Its natural, tactile feel echoes the relaxed sophistication of Capri, while the comfort at its core keeps leisure where it belongs: in everyday life.

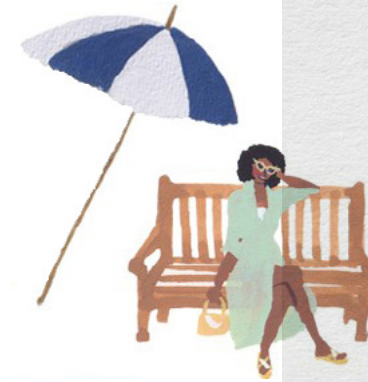


Founded in 2018 by Sicilian designer Placido Minissale, Ophy is a contemporary Italian eyewear brand born from a deep passion for design, architecture, and the expressive power of objects.

Ophy's creative vision is deeply influenced by modern and futurist architecture, drawing inspiration from geometric forms, bold volumes, and three-dimensional structures.

Each pair of sunglasses is conceived to enhance not only vision but also personal style, reflecting a contemporary approach to elegance that resonates with a new generation of travelers and design-conscious individuals.

This philosophy finds a natural home at Hotel La Palma, where light, landscape, and lifestyle are intrinsically connected. The collaboration with Ophy introduces a curated selection of eyewear that perfectly complements the hotel's refined yet relaxed atmosphere, offering guests an accessory that is both functional and emblematic of the destination.





FPM Milano (Fabbrica Pelletterie Milano) is a heritage Italian brand whose origins are deeply rooted in the post-war revival of artisanal manufacturing. Over the decades, FPM evolved into a key name in the luxury travel sector, preserving its craftsmanship while embracing technological and design innovation.

In 2015 FPM introduced its now-signature aluminum suitcases, inspired by classic vintage trunks yet reinterpreted with a modern, architectural approach.

FPM Milano's philosophy celebrates travel as an experience shaped by intention, sophistication, and individuality — a concept that naturally aligns with the spirit of Hotel La Palma.

As part of this exclusive collaboration, FPM's iconic suitcase has been reimagined for Hotel La Palma through a bespoke customization that enhances its distinctive identity. The signature handle is finished in a refined golden hue and is further personalized with the Hotel La Palma and FPM logos. This elegant detail transforms the piece into a true collector's item, subtly blending functionality with a strong sense of place.

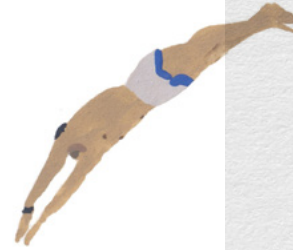


# ORLEBAR BROWN

Founded in London in 2007 Orlebar Brown was born from a simple yet transformative idea: to redesign men's swimwear with the precision and elegance of tailored clothing. Orlebar Brown introduced a new concept of "shorts you can swim in," combining the structure of fine tailoring with the functionality required for beachwear.

Orlebar Brown is part of the Chanel family, and over the years it has evolved into a globally renowned lifestyle brand, offering complete ready-to-wear collections. The brand's identity is deeply connected to travel and leisure, celebrating iconic destinations and a sophisticated, sun-drenched way of life.

This philosophy aligns perfectly with Hotel La Palma and the spirit of Capri. Strengthening this connection, Orlebar Brown features a dedicated boutique within the hotel, offering guests an exclusive retail experience directly on property. Here, visitors can discover a curated selection of the brand's signature pieces, designed for a seamless transition between the hotel, the beach, and Capri's vibrant social scene.





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OETKER HOTELS

Masterpiece Collection