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SERRAS Collection

SERRAS SEVILLA INTRODUCES A NEW BRAND OF BESPOKE LUXURY SERVICE TO SEVILLE, UNLOCKING THE CITY'S MOST COVETED EXPERIENCES (Spain)

The hotly anticipated hotel has opened at the foot of Seville Cathedral following a £37.7 million, three-year restoration of the historic Casa Álvaro Dávila.

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After much anticipation, **Serras Sevilla** officially opened its doors on 11 September, introducing **Serras Collection's signature** philosophy of intuitive, highly personalised hospitality to Andalusia and unlocking the city's most coveted experiences for guests.

Serras Sevilla, a member of **Preferred Hotels & Resorts' prestigious Legend Collection**, is a jewel-like property occupying one of the city's most coveted locations at the foot of the Seville Cathedral, the world's largest Gothic cathedral and a UNESCO World Heritage Site.

From this singular setting, the **43-room hotel provides an intuitive approach to luxury, expressed through thoughtful details**, highly personalised service and doors quietly opened across the city. Serras Sevilla shapes each stay as a bespoke expression of the guest, providing unparalleled access to Seville and its living heritage through encounters that no guidebook can arrange.

Serras Sevilla extends that same sense of thoughtful personalisation into the hotel itself, expertly marrying the historic Casa Álvaro Dávila, a landmark residence commissioned by the Marquis of Villamarta and designed circa 1915-1917 by celebrated Sevillian architect Aníbal González, with bespoke interiors by acclaimed Spanish designer Eva Martínez.

Its transformation represents a three-year restoration and £37.7 million investment - more than £755.000 per key - making Serras Sevilla one of Andalusia's **most significant luxury hotel developments in recent years**. Preserved architectural features are set against custom furnishings, handcrafted materials and richly layered interiors. Inspired by Seville's architecture, artisanal traditions and cultural identity, the design pairs a strong sense of place with the warmth and ease of a contemporary residence.

"*Arriving in Seville is a very special step in Serras Collection's expansion, because it is a city with an extraordinarily distinctive identity, history and way of life*," **said Mr. Jordi Serra Burges, President of Serras Collection**.

"*Its character, beauty and ability to blend tradition and modernity align perfectly with our approach to hospitality: hotels with personality, exceptional locations and, above all, deeply personal service — a form of hospitality built person to person. We want to bring the same essence that defines Serras Collection to Seville, while allowing ourselves to be inspired by the city's unique character. Serras Seville is a place to enjoy the fantastic views of the Cathedral from Almagra Rooftop and experience signature gastronomy at the restaurant. It is a hotel where guests can discover Seville from within through its craftsmanship and people, and where locals can feel at home.*"

A Sevillian Landmark Restored

The hotel's opening coincides with the 150th anniversary of the birth of Aníbal González, the architect whose work helped define Seville's visual identity.

A leading figure in Sevillian Regionalism, González reinterpreted the city's Mudéjar and Plateresque traditions through moulded brick, Triana ceramics and wrought iron.

His vision remains unmistakable throughout Casa Álvaro Dávila. A tower-mirador rises above the corner of Avenida de la Constitución and Calle García de Vinuesa, its domed crown concealing a staircase that spirals to the rooftop. Elsewhere, façades open onto galleries of rounded arches supported by white marble columns, while neo-Baroque brickwork and ceramic finials root the building firmly in its Sevillian setting.

The **structure evolved over time**, eventually uniting the original residence with the neighbouring house designed by José Espiau y Muñoz for Juan Bautista Calvi. The restoration treats these architectural layers as chapters in a single story. Soaring ceilings and original craftsmanship have been preserved, while exposed brick walls, embedded pilasters and monumental bronze plaques have been brought back into view.

At the centre of the hotel, a light well crowned by star-shaped, octagonal skylights comprising more than 158 square metres of glass draws Andalusian light deep into the interiors. An open-air patio restores another essential element of Sevillian architecture and daily life.

Interior Design as a Bespoke Expression of Seville

The interiors, conceived by renowned Spanish designer Eva Martínez, bring the hotel's character into its most tactile expression. Virtually every element has been created exclusively for the project.

The design layers custom furnishings, handcrafted materials and subtle Sevillian references to give the hotel an identity that feels inseparable from both the original residence and the city around it.

Fringed curtains introduce movement and texture, natural leather armchairs pay homage to Seville's equestrian heritage, and sofas subtly echo the silhouette of the montera, the traditional bullfighter's cap. **Albero tones**, shades of green, handcrafted ceramics and natural materials create a layered sense of warmth and refinement throughout the hotel.

Throughout the hotel, every object has been chosen to feel native to the setting. **The hotel's tableware, created by Eugenia Martínez de Irujo for Eugenia & Sushita**, translates her original hand-painted designs into vivid, art-led pieces. A daughter of the Duchess of Alba and member of one of Spain's most storied noble families, Martínez de Irujo brings a distinctly personal creative perspective to the collection.

Rooms and Suites Where Seville Is Felt From Within

The hotel's **43 rooms and suites, comprising 38 guest rooms and five suites**, are designed so the essence of Seville is felt the moment the door closes.

Ceilings soar at the full height of the original residence, and in many rooms and suites, the windows frame Seville Cathedral and La Giralda so closely that the city's most recognisable silhouette becomes part of the room itself. Artisanal ceramic headboards, hand-glazed in the Sevillian tradition, anchor each space, while fringed curtains, an emblem of Andalusian interiors, filter the light and lend the rooms a quiet sense of movement.

Comfort has been considered with the same care. Generous king-size beds are fitted with handcrafted mattresses made from natural materials produced exclusively for Serras Sevilla, and every surface presents tactile delights.

Guest rooms are exceptionally quiet and skilfully soundproofed, so the noise of the historic centre falls away and only the view remains. Rooms and suites range from Superior Rooms to the signature suites, including **Suite El Marqués** (65 sq m), Suite La Giralda and Suite Casa de Dávila (70 sq m each), and The Grand Suite (100 sq m).

A Culinary Expression of the Serras Sevilla Experience

Dining is an extension of the hotel's bespoke approach to hospitality and yet another window into the city's rich cultural heritage.

The hotel's culinary centrepiece is fismuler, marking the acclaimed restaurant's first opening in Andalusia. Renowned for its commitment to seasonal ingredients and close relationships with producers, **fismuler** has earned a devoted following in Madrid and Barcelona. In Seville, the concept draws inspiration from the produce of Andalusia, allowing ingredients to take centre stage through cuisine defined by purity, balance and depth of flavour.

At the heart of Casa Álvaro Dávila, the hotel's historic Andalusian patio, a defining feature of Sevillian architecture, has been thoughtfully restored as an intimate courtyard restaurant. Above it, the hotel's jewel-like **Almagra Rooftop** opens directly to the sky, offering what are widely regarded as the city's finest uninterrupted views of Seville Cathedral and La Giralda.

The Cathedral rises so close it feels within reach, and its Gothic pinnacles, dome and bell tower dominate the foreground amidst an open horizon of Sevillian rooftops.

The historic torreón, the tower-mirador crowned by Aníbal González, presides over the terrace, framing the Cathedral and giving the space its sense of occasion. An intimate guests-only pool, restaurant and cocktail bar share the setting. **By day, Almagra Rooftop is a serene sanctuary above the old city**. By evening, it becomes an elevated haven for sharing a curated selection of cocktails and dishes as the illuminated Cathedral and La Giralda glow against the night sky.

Seville Through the Lens of Serras

At Serras Collection, luxury begins before arrival, with each stay shaped around the guest's interests, travel style and desired pace. At Serras Sevilla, this intuitive approach informs every aspect of the experience, from design and dining to private access to the people and places that define the city.

This philosophy finds its ideal setting in Seville, a city where history, culture, culinary, and daily life remain deeply intertwined. Situated beside Seville Cathedral and within steps of the Real Alcázar, Plaza Nueva, and City Hall, Serras Sevilla places guests at the heart of the city's cultural and social life. Beyond its celebrated monuments, the surrounding streets reveal independent boutiques, artisan workshops, contemporary galleries, and an evolving culinary scene rooted in Andalusian tradition.

Drawing on deep local knowledge and established relationships, Serras Sevilla acts as an expert guide to the city, unlocking doors rarely accessible to visitors.

The hotel crafts **tailored itineraries that connect guests with Seville's defining landmarks, artisans, traditions, and flavours**, ranging from private visits to the Cathedral, Casa de Pilatos and the Real Alcázar with specialist historians to personal introductions to some of Seville's most celebrated artisan houses. Guests may go behind the scenes to learn about the city's rich cultural heritage through ceramics at Armando Arts & Crafts, the legendary shawls and mantillas of Juan Foronda, and flamenco at Tablao Los Gallos.

Exclusive access to Seville's culinary traditions allows guests to engage with chefs and producers at historic establishments serving quintessential Sevillian tapas and some of the city's finest contemporary dining destinations. These encounters inform a more intimate perspective on Andalusia's living heritage. Seville, seen through the lens of Serras.

Wellness is equally personal, in-room Natura Bissé treatments from one of the world's leading luxury skincare houses tailored to individual needs and a Technogym-equipped fitness space. Together, they offer guests the freedom to restore, recharge and settle into the unhurried rhythm of southern Spain.

About Serras Sevilla

Serras Sevilla is a luxury boutique hotel located on Avenida de la Constitución in the historic heart of Seville. Set beside Sevi Cathedral, a UNESCO World Heritage Site and the largest Gothic cathedral in the world, the 43-room property occupies the meticulously restored Casa Álvaro Dávila, a landmark residence designed by renowned architect Aníbal González. Defined by the highly personalised hospitality that distinguishes Serras Collection, each stay is shaped around guests' individual interest through dedicated Guest Relations and bespoke experiences that connect travellers to the culture, history, gastronomy, and craftsmanship of Andalusia. The accommodation comprises 38 guest rooms and five suites, many with privileged views of Seville Cathedral and La Giralda, and features interiors by acclaimed Spanish designer Eva Martínez. Amenities include the Andalusian debut of acclaimed Madrid-born restaurant concept fismuler, a jewel-like pool on the Almagra Rooftop, restaurant and cocktail bar overlooking the city's historic skyline, an authentic Andalusian courtyard restaurant, and wellness experience featuring Natura Bissé, one of the world's leading luxury skincare houses. Serras Sevilla is a member of Preferred Hotels & Resorts' Legend Collection.

About Serras Collection

Serras Collection is a portfolio of luxury boutique hotels in Spain and Andorra, founded with the opening of Serras Barcelona 2015. Defined by exceptional locations, intimate scale, and highly personalised hospitality, each property is rooted in a distinc sense of place while delivering the tailored service and thoughtful attention that are hallmarks of the brand. The collection includes Serras Barcelona overlooking Port Vell, Serras Andorra and Casa Serras Andorra in the Pyrenees, and Serras Sevil in the heart of Seville. Through bespoke experiences, carefully curated design and meaningful connections to local culture, Serras Collection offers a contemporary expression of luxury that is both deeply personal and authentically connected to its destination.



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