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REVIEW

First In: Serras Sevilla, Seville

A gem of regionalist architecture by the great Aníbal González and the fourth hotel in the Serras Collection arrives in Seville to showcase its unique take on luxury

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Ismael Harb

Reviewed by DAVID MORALEJO

In a nutshell

The fourth Serras Collection hotel, following Serras Barcelona, Serras Andorra, and Casa Serras (also in Andorra), is a declaration of love for Seville and a demonstration of where the brand created by Jordi Serra and his children, Jordi, Carla, and Marta, along with Ona Matas and Antonio Bignone, wants to go.



El despertar. D. Moralejo



Una habitación con vistas. D. Moralejo

Rooms

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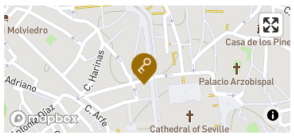
LOCATION MAP



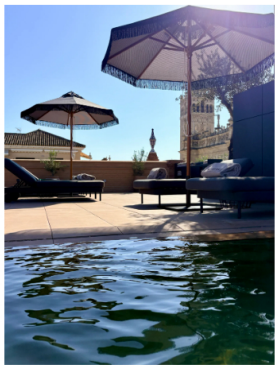
CONTACT

Av. de la Constitución, 12, Sevilla, Andalucía
41001
España
954 74 90 97
https://serrassevilla.com/es/

Of the 43 rooms, nine of which are suites, the most sought-after are, and will continue to be, those overlooking the Cathedral, especially during Holy Week when their balconies promise countless picture-perfect views. Beyond that, with sizes ranging from 26m² (superior and superior Cathedral rooms) to 65 msq (El Marqués suite) and 70 msq (La Giralda suite and Casa de Dávila suite), all offer the signature warmth of the Serras Collection through spacious layouts, high ceilings, and a colour palette that, naturally, reflects Seville.

Eva Martinez, Serras' regular interior designer, embraces Sevillian imagery in a way that is both conscious and subtle. You'll see it in the fringes of the curtains, lamps, and wall sconces, in textiles with botanical motifs reminiscent of crystal pendants, in the hand-glazed ceramic headboard, and also in the vertical, relief-patterned tiling of the bathrooms – a clear nod to Moorish style. Furthermore, there's a touch of the hammam in them – the washbasins, the suites with bathtubs – that conveys the same sense of wellbeing.

The mattresses, handmade with natural materials — horsehair, linen, wool, and virgin cotton — and hypoallergenic, are from the Spanish firm Sivana, founded by former footballer Miguel Serna. Amenities include items from Natura Bissé's Diamond collection, a GHD hairdryer and straightener, a quick-ironing steamer, Jing teas, an Illy coffee machine, a minibar stocked with premium spirits, soft drinks, and Ruinart Champagne, a Smart LED HD satellite TV, a pillow menu. The home automation system is also incredibly user-friendly, with lighting options for different times of day and zones, as well as customised climate control.





Food and drink

In the lobby you'll be greeted with a welcome cocktail and a sweet treat presented in a delicate, hand-painted pomegranate by Armando, whose shop-studio is just a stone's throw from the hotel. Right next door, with a separate entrance from the street as well, Fismuler – Nino Redruello's successful restaurant that everyone wants to visit in Madrid and Barcelona – is making its debut in the Andalusian capital. It's not just the hotel's restaurant and the place where breakfast is served but a way to tempt in locals. Classics like "oreja brava" mollete, scallops with kimchi and kale mayonnaise, chipirones carbonara are mainstays on the menu. Be sure to save room not only for the cheesecake, considered one of the best in Spain, but also for the addictive pistachio coulant.



El Patio, con sillas de Lobster's Day. D. Moralejo



La barra tras el lobby. D. Moralejo

Amid all this grandeur, don't miss the pleasant inner courtyard – a space exclusively for guests. El Patio offers a classic hotel menu with a twist: a playful steak tartare with churros instead of potatoes, anchovies with tomato, tasty scallops, a semi-cured sea bream carpaccio, some croquettes, and a very good club sandwich. The menu is also available for room service.

At Almagra Rooftop, named after Seville's reddish earth, the imposing Cathedral and its Giralda seem to have been placed there just for guests. The rooftop features an area with hammocks and a small pool for guests' exclusive use, as well as another area open to non-guests and available for events. A fantastic cocktail menu (try one of the drinks inspired, once again, by Sevillian culture) and light bites to prolong your enjoyment as the sun sets.







Fismuler, Serras Sevilla. D. Moralejo



El desayuno, Serras Sevilla. D. Moralejo

Breakfast is served at the table with an initial selection of coffees, juices, and herbal teas; fruit; homemade butter with lime zest and homemade peach jam; a basket of breads; Iberian ham and pork loin; cheese; tomatoes; and olive oil. À la carte, you can order anything from a juicy Spanish omelette to a "bikini" sandwich made with brioche bread, truffle-flavoured mortadella, cheddar, and pistachio praline. The sweets are displayed buffet-style and include croissants and chocolate napolitanas, cookies, yoghurt, cakes, piononos, and, of course, olive oil cakes from Upita de los Reyes and citron slices from Horno Nueva Florida.

What to do nearby

Saúl Canal, the general manager, has arrived at Serras Sevilla brimming with enthusiasm not only to manage the hotel but also to open the city's doors to you. That's why you can count on him and his team if you want to discover a different side of Seville. Together with Saúl and one of the guides selected by the hotel, we visited the Cathedral with fresh eyes; we stopped by the shop-studio of ceramicist Armando and fell in love with it instantly; we stepped inside (and were blown away by) Juan Foronda, the legendary shop for shawls and mantillas; we explored every nook and cranny of the must-see Casa de Pilatos; we stopped by the Real Alcázar with the promise of returning when we have more time; we enjoyed a vigorous flamenco show – the kind that exudes authenticity – at the legendary Tablao Los Gallos; we ate pringá montaditos at the century-old Casa Morales – just a few meters from the hotel – and said our goodbyes until very soon at La Barra de Cañabota, a mecca for the finest seafood.



El lobby, Serras Sevilla. D. Moralejo

Final considerations

- **Can't miss:** the views from the *rooftop* and some of its suites
- **Best for:** guests seeking the warmth and quality of relaxed, contemporary luxury
- **Location:** just a few meters from Seville Cathedral, so close you'll almost think you can touch it
- **Children:** more than welcome, as in all Serras Collection hotels
- **Accessibility:** fully accessible. They even have an adapted chair for the small, pleasant rooftop pool
- **Wellness:** in addition to a gym equipped by Technogym and fitness equipment from the Swedish sports brand Casall, the hotel offers a selection of Natura Bissé treatments available by appointment and provided to guests in their suites.
- **Hotel group:** Serras Collection. It is also part of The Legend Collection portfolio by Preferred Hotels & Resorts

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