



PRESS RELEASE

AccorHotels' audacious and spirited luxury brand is set to double its global presence unveiling four new SO/ hotels in some of the world's most talked-about destinations.

Four exciting new hotels – Berlin, St. Petersburg, Auckland and Vienna – join the SO/ portfolio

Paris, March 7, 2018 – SO/, a vivacious and expressive brand, today announced the upcoming addition of four fashionable hotels to its growing line of vibrant, one-of-a-kind properties. This includes new European addresses in Berlin, St Petersburg and Vienna, and the brand's first hotel in the southern hemisphere in Auckland, New Zealand. All are set to open under the SO/ banner by end of 2018.

Set in in-demand, prime locations, these four additions will expand the SO/ portfolio to eight. They join an exclusive network that already includes two stunning SO/ properties in Thailand - Bangkok & Hua Hin, SO/ Mauritius and SO/ Singapore. As places to be and be seen, SO/ hotels are known for their local energy and rebellious take on lifestyle luxury as well as their impressive creative collaborations with preeminent fashion designers.

Joao Rocco, Vice President, Luxury Brand Management, Sofitel Brands explains “SO/ has created a stylish and playful experience, enhanced with an unconventional attitude inherited from its French roots. We have plans to introduce the SO/ brand into leading markets around the world and are very proud of all the new projects that will go live over the next few months. These properties will offer a luxurious yet irreverent approach to hospitality, celebrating and embracing their destinations' vibe, energy and local trends.”

Brilliant in Berlin

In March 2018, the SO/ brand officially welcomes SO/ Berlin Das Stue into the fold. With a stately neo-classical facade dating from the 1930s, when it was the former Royal Danish Embassy, this luxurious and delightfully unconventional boutique property is situated in Berlin's upscale diplomatic district and within easy walking distance of many of Berlin's most famous sites, including the lush Tiergarten Park and famed Berlin Zoo which are literally on the doorstep.

Many of SO/ Berlin Das Stue's 78 guestrooms (including 20 stylish suites) overlook the gardens and guests at SO/ Berlin Das Stue have the privilege of private access to the zoo so they can see the animals up close. For those who like to mix their wildlife and nightlife, the terrace of the hotel's popular bar backs onto the ostrich enclosure. The property also features two concept restaurants including Cinco by celebrated chef Paco Perez, who was awarded a Michelin star for his avant garde creations.

Dutch Fashion-duo Viktor&Rolf has been appointed signature designer to create the new uniforms for the SO/ Berlin Das Stue staff as well as the emblem of the hotel. Working together since 1992, Viktor&Rolf are known for their vibrant yet rebellious designs with a playful twist.

A signature spa by Susanne Kaufmann and cozy fitness center complete the SO/ Berlin Das Stue offering, including a 14m indoor swimming pool and traditional Finnish sauna.

Sassy in St Petersburg

In April 2018, SO/ will officially launch SO/ St Petersburg located in the heart of this Russian cultural capital, where history, art, and commerce meet. SO/ St Petersburg is mere meters from the famous Bronze Horseman statue of Peter the Great, the city's founding father, with St. Isaac's Cathedral, the Hermitage Gallery and Nevsky Prospect just minutes away. As a base for exploring this bustling city, SO/ St Petersburg can't be beat.



The 137-room St Petersburg property is ideal for leisure and business travelers alike, with a buzzy atmosphere, meeting spaces and steps away from world-class cultural attractions. The rooftop bar is already popular among St Petersburg's social establishment and crowd of local influencers, and the property also boasts the acclaimed Cococo Restaurant featuring a new take on Russian cuisine. A spa completes the offering, which includes a state-of-the-art fitness room, a luxe nail lounge, water lounge, steam room and lap pool as well as a wellness-dedicated retail space.

Outstanding in Auckland

Strategically located in the heart of Auckland's central business district, the highly anticipated SO/ Auckland occupies the remarkably renovated old New Zealand Reserve Bank, neighboring the lively Britomart precinct and waterfront.

Due to open in July 2018, the property features 133 guestrooms and suites, with a concept restaurant and bar destined to become a local hub in this vibrant Auckland neighborhood.

Hotel guests will benefit from an exclusive Club Signature lounge, an indoor swimming pool and a SO/ signature spa and fitness center, strikingly situated in the old bank vault.

Avant Garde in Vienna

Designed by one of France's top architects, Jean Nouvel, the iconoclastic Sofitel Vienna Stephansdom is set to become SO/ Vienna by end of 2018, underscoring the SO/ ethos of high-energy and rebellious luxury.

With its monochrome color palette and diamond roof pattern, designed to reflect the influence of the city's famed St. Stephen's Cathedral, SO/ Vienna is a 21st-century masterpiece. Inside, colorful works of art illuminate the huge surfaces. Pipilotti Rist's dazzling ceilings and Patrick Blanc's colossal vertical plant wall provide unceasing visual stimulation. With 182 guestrooms and suites, guests of SO/ Vienna will find themselves staying in a spectacular work of art.

Among the dedicated facilities for guests to enjoy are a signature SO/ SPA and fitness center, two exhilarating bars and the breathtaking Das LOFT restaurant. Perched like a glass house on the 18th floor, Das LOFT offers unique, sweeping views of historic and cosmopolitan Vienna, while its kaleidoscopic light ceiling invites visitors inside and passers-by below to dream.

And more to come!

An additional line-up of playful, luxurious and one-of-a-kind SO/ branded hotels will soon be unveiled. With over 10 new addresses expected by 2021, each SO/ hotel will be an irresistible statement of style, sophistication and local energy in destinations such as, Jakarta, Samui, Kuala Lumpur and more...

About SO/

SO/ is so vivid, so expressive and so bursting with local energy that even the most adventurous travelers will be fascinated and entertained. An energizing addition to the global hotel scene, the SO/ brand surprises with a playful and distinctly rebellious interpretation of luxury that includes avant-garde design, a fashion signature, trendy beats, 'Just Say SO' service, 'and buzzing destination bars and events. Found in exhilarating hubs such as Mauritius, Bangkok and Singapore, SO/ hotels are the places to be and be seen, thrilling guests with fashionable and entertaining social experiences that capture the vivacity and vibe of the locale. SO/ is part of AccorHotels, a world-leading travel and lifestyle group which invites travelers to feel welcome at more than 4,300 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

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