



## PRESS RELEASE

### **ACCORHOTELS ANNOUNCES FIRST SO/ PROJECT IN THE MIDDLE EAST OPENING IN 2020 WITH DMCC**

*SO/ Uptown Dubai to feature cutting-edge design reflecting a kaleidoscope of cultures in collaboration with development partner DMCC*

**Dubai, April 6<sup>th</sup> 2018** – SO/, AccorHotels' audacious and spirited luxury brand, has announced its debut property in the Middle East with the SO/ Uptown Dubai. The disruptive art and experience driven property will fully embody the concept of a Kaleidoscopic Utopia, reflecting Dubai's urban charm with the hotel's convention-defying, colourful and lively design concepts.

SO/ Uptown Dubai, set to open to guests by late 2020, will feature 188 rooms in addition to 215 branded residences. Inspired by edgy and bold architecture, interiors for the luxury property will be brought to life by the Rockwell Group, featuring modular and contemporary elements to elevate the SO/ Uptown Dubai as a beacon of energy, art and entertainment at the heart of Dubai.

The brand's debut was announced at a signing ceremony with development partner DMCC (Dubai Multi Commodities Centre), a prominent Government entity and the world's leading Free Zone for commodities trade and enterprise in Dubai.

Ahmed Bin Sulayem, Executive Chairman, DMCC, said: *"DMCC is excited to be the 'first to say SO/' by bringing the debut SO/ in the Middle East to our first super-tall tower in Uptown Dubai in partnership with AccorHotels. SO/ is a bold and innovative brand much like the spirit of Dubai and DMCC's Uptown Dubai district. We are confident this partnership will bring a spectacular destination to market for our customers, at our premium super-tall tower set to disrupt the Dubai skyline as we know it".*

The signing marks AccorHotels' entry into DMCC's upcoming world-class smart district, Uptown Dubai. With monumental developments including seven high rise towers atop seven levels of podium, the central plaza of Uptown Dubai aims to raise the district to the same scale of global destinations such as New York's Rockefeller Center and Berlin's Sony Center. Uptown Dubai is set to become the go-to destination for lively shopping, dining, entertainment and cultural experiences.

Commenting on the agreement, Sami Nasser, Chief Operating Officer, Luxury Brands, AccorHotels Middle East said: *"Dubai is the perfect destination to launch one of our most sought-after luxury lifestyle brands, SO/, through our debut partnership with DMCC (Dubai Multi Commodities Centre). As a brand, SO/ encapsulates the spirit of Dubai, reflecting the city's ambitious drive to reach unscalable heights, while celebrating the blend of cultures and experiences the city has to offer through its bold, avant-garde design, vivacious energy and world-class amenities."*

*"The brand's debut within Uptown Dubai's first super-tall tower, a high-profile project similar to SO/ in its playful reinterpretation of luxury, will undoubtedly position the property as a landmark within an increasingly competitive hospitality industry,"* Nasser concluded.

With dazzling commercial, retail, hospitality and dining components, Uptown Dubai's first super-tall Tower, where Sofitel Uptown Dubai will be located, is set to become an iconic addition to the Dubai skyline, through its contemporary architecture conceptualized by Adrian Smith and Gordon Gill Architecture, the visionaries behind the iconic 828 meter Burj Khalifa.



The development will also feature 215 glamorous SO/ Residences, located on the upper-most floors of Uptown Dubai's first super-tall tower. The limited collection of private residences is the first from SO/ to be made available in the Middle East. Residential services will include in-residence dining and dedicated lifestyle concierge services. Residents will also enjoy access to exclusive private facilities including a MIXO residence lounge with Resident DJ, private fitness area and swimming pool. The residences will range from 67 sq. meter one-bedroom units to spacious 261 sq. meter four bedroom penthouses while offering breath-taking, unparalleled views of the Dubai skyline and Arabian Sea.

With six SO/ hotels in operation in Thailand, Singapore, Mauritius, Berlin and St. Petersburg, SO/ Uptown Dubai will join 10 highly anticipated SO/ openings worldwide within the next five years. SO/ properties flawlessly combine sophisticated elegance with the style, art and energy of each hotel's locale. Encapsulating a rebellious lifestyle experience, each hotel is an avant-garde masterpiece, integrating architecture and design as art through collaborations with world-renowned designers including Karl Lagerfeld, Kenzo and Christian Lacroix.

Described as the 'place to be seen', each SO/ property is geared towards the glamorous trendsetters of society and showcases a signature SO/ Look, uniquely crafted scent and audacious music, transforming it into an upbeat urban destination.

Inspired by a focus on innovative gastronomic experiences, the hotel will feature the MIXO lounge bar, HI-SO bar, lobby lounge, an all-day dining restaurant, in addition to the Sky Bar & Lounge. The luxury property will also house a reimagined meeting hub, including a ballroom, board room, business centre and pre-function space for corporate and social events. Reflecting the brand's ethos for creating idyllic and indulgent moments, a 1,400 sq. meter SO/ SPA, state of the art SO/ FIT fitness centre and health club equipped with the latest in innovative facilities, personal classes and swimming pool, complete the wellness journey.

#### **About DMCC**

DMCC is a center of global trade.

Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future. [www.dmcc.ae](http://www.dmcc.ae)

Kindly see video link to the Uptown Dubai development Website here: <https://www.uptowndubai.ae/>

#### **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.

[sofitel.com](http://sofitel.com) / [accorhotels.com](http://accorhotels.com)

#### **Press contact**

##### **Line Crieloue**

Senior PR Manager, AccorHotels

[line.crieloue@accor.com](mailto:line.crieloue@accor.com)

+ 33 1 45 38 18 11