

INTENSE LIVING AT SO/ SINGAPORE

Experience French Elegance with Singapore Flair in Singapore's Central Business District



With a chic blend of culture and cuisine, art and architecture, SO/ Singapore opened its doors on 31 May 2014 in the heart of the Singapore CBD. The audacious lifestyle hotel offers guests a luxury hotel experience that is 'SO/ Singapore', housed within an iconic heritage building built in 1927 on Robinson Road. Enjoy unique experiences in design and gastronomy that showcase local traditions and cultures in a new light to surprise and delight.

Designed by Singapore's only French design house, MIAJA Design Group, led by award-winning designer, Isabelle Miaja, SO/ Singapore is home to 134 exquisitely designed rooms located within a SO/ Hip wing and a SO/ Heritage wing. Exciting features include a light-filled atrium that welcomes guests into a lobby with unique artworks and a captivating hexagonal light installation, called L'Hexagone and a glamorous infinity edged rooftop pool with unsurpassed views of the urban city.

Masterfully-created commissioned objects featuring Karl Lagerfeld's "The Lion's Seal" emblem are spotted throughout the hotel including the BooKube, DoorKnockers on the SO/ Heritage Wing and the bespoke bathrobe en nid d'abeille featuring the red and white 'The Lion's Seal' embroidery. An intimate La BibiloteK decked with a collection of books, curated by the maestro himself, the front-of-house ambassadors dressed in garde-robe straight from the fashion designer's namesake collection, KARL LAGERFELD, greet guests as they walk through the hotel entrance.

Michael Issenberg, Accor's Chairman and CEO Asia Pacific said the opening of SO/ Singapore was one of the most anticipated launches for the group in 2014. "Housed within the iconic former telecommunications building, SO/ Singapore is the perfect blend of French styling with a chic and very Singaporean twist and will redefine luxury boutique accommodation in the Lion City," he said. "SO/ is our fashionable, urban designer hotel brand and we are very excited to have this latest addition to the collection in Singapore."

Oh-SO-Stylish

SO/ Singapore rooms, designed by Isabelle Miaja, are unlike any other hotel room in Singapore. Dressed to impress and inspired by 19th century French decadence, every room at SO/ Singapore invites guests to dream with high ceilings and bespoke light boxes featuring images of palatial glass domes inspired by the traditional architecture of Europe and modern constructions in Singapore. Meticulous suites exude opulence with regal balconies in the SO/ Lofty suites flanked by antiquated columns and overlooking a thriving city, complemented by expansive bathrooms with lavish fittings and bespoke amenities. Specially produced for the hotel, these products carry SO/ Singapore's signature scent. The complimentary mini-bar is inspired by Singaporean aesthetics and filled with local goodies.

Each element of the room has been carefully designed to exceed expectations in terms of both service and design – French elegance is combined seamlessly with the innovations of modern Singapore. With the modern traveller in mind, SO/ Singapore is equipped with the world’s first completely Apple®-based guest technology solution in every room, including iPad minis to control all room functions and iPhones to call for hotel requests.

Modern Epicurean Paradise

Xperience Restaurant is where socialites come to wine and dine, meet and eat. A vibrant all-day café, restaurant and bar located in the heart of Singapore’s bustling CBD, Xperience is known for its tantalizing cuisine and attentive service. Their culinary designers use fresh and flavoursome produce to present a variety of International dishes, perfectly paired with the sommelier’s handpicked selection of fine wines. Satisfy your cravings for all-time favourites on the refreshing a la carte menu, or spice up your lunch meeting with a dynamic seasonal set menu which never fails to surprise and delight. With a magnificent 20-foot molteni oven that sits centre stage, diners can sit back and enjoy the show as tasty temptations are skilfully prepared before them.

1927 Rooftop Pool & Bar is a luxe hotspot, delighting guests with fashionable and entertaining social experiences including their renowned monthly pool parties. There are summertime vibes all year round with an infinity edged rooftop pool, sun lounges and DJ decks. The poolside playground’s award-winning mixologists are elevating Singapore’s nightlife with their seductive signature cocktails paired with chef’s selection of small and large bites.

Located at level 1, SO/ Lobby Bar is a stylish social lounge and the perfect place for casual meets over tipples and nibbles. Known for its coffee by day and seductive cocktails by night, SO/ Lobby Bar is complete with its very own art exhibition showcasing a wide range of internationally renowned artists presented by Miaja Art Collections.

SO/ Central

Strategically located near Raffles Place, in the heart of Singapore’s Central Business District, SO/ Singapore is minutes away from the city’s most iconic landmarks. Within close proximity to various modes of public transport, SO/ Singapore offers guests the opportunity to embrace the cosmopolitan vibe of the island, from tasting the culinary delights of Chinatown and Lau Pa Sat to enjoying the attractions of Marina Bay.

– ENDS –

SO/ SINGAPORE

Name: SO/ Singapore
Rate: 5 star hotel
Official Launch: 31 May 2014
Address: 35 Robinson Road, Singapore, 068876
Main Hotel Line: +65 6701 6800
E-mail: h8655@sofitel.com
Website: www.sofitel-so-singapore.com
Facebook & Instagram : @sosingapore #sosingapore #feelthepulse

SO/ LOBBY BAR

Name : SO/ Lobby Bar
Official Lunch: March 2020
Address: Level 1, 35 Robinson Road, Singapore, 068876
Phone: +65 6701 6800
E-mail: h8655@sofitel.com
Website: <https://www.sofitel-so-singapore.com/wine-dine/so-lobby-bar/>
Opening Hours: 6:30am – Late (Daily)



Name : Xperience Restaurant
Official Lunch: 31 May 2014
Address: Level 1, 35 Robinson Road, Singapore, 068876
Phone: +65 6701 6800
E-mail: h8655@sofitel.com
Website: <https://www.sofitel-so-singapore.com/wine-dine/xperience-restaurant/>
Opening Hours: Breakfast 6.30am – 10.30am (Weekday) | 6.30am – 11am (Weekend)
Lunch 11.30am – 2pm (Weekday) | 12pm – 3pm (Weekend)
Afternoon Tea 2pm – 5pm (Weekday) | 3pm – 5pm (Weekend)
Dinner 5.30pm – 9.30pm (Daily) [Last order at 9.30pm]



Name : 1927 Rooftop Pool & Bar
Official Lunch: 1 August 2018
Address: Level 6, 35 Robinson Road, Singapore, 068876
Phone: +65 6521 6088
E-mail: h8655@sofitel.com
Website: <https://www.sofitel-so-singapore.com/wine-dine/1927-rooftop-bar/>
Opening Hours: 5pm – 2am weekdays, 2pm – 2am weekends and public holidays
Facebook : @1927RooftopBar #1927bar
Instagram : @1927_bar #1927bar

SO/ HOTELS & RESORTS

SO/ Hotels & Resorts is SO/ vivid, expressive and bursting with local energy that even the most adventurous travellers will be fascinated and entertained. A dynamic player on the global hotel scene, the SO/ brand surprises with a playful and distinctly rebellious interpretation of luxury that includes avant-garde design, a passion for fashion, trendy beats, 'Just Say SO' service, and buzzing destination bars and events. Originally created as an exclusive label of Sofitel, the SO/ brand can now be found in socially vibrant destinations such as Berlin, Mauritius, Bangkok, St. Petersburg and Singapore. SO/ hotels are places to be and to be seen, thrilling guests with fashionable and entertaining social experiences that capture the vivacity and vibe of the locale. SO/ Hotels & Resorts is part of Accor, a world-leading augmented hospitality group offering unique and meaningful experiences in 4,800 hotels, resorts, and residences across 100 countries.

accorhotels.com

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PRESS RELATIONS CONTACT

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