

**SO/ SINGAPORE EMBLEM CREATED BY
THE LEGENDARY KARL LAGERFELD**



Staying true to its commitment to redefining hospitality experiences around the world, SO/ Singapore's hotel emblem was exclusively designed by Mr Karl Lagerfeld. Inspired by the age-old story of the discovery of the Lion City by a Sumatran Prince – which marked a new chapter in the evolution and growth of the island-country – the Emblem symbolises the hotel's new and original style, which draws inspiration from the destination's past, while providing a strong link into its future.

“The Lion’s Seal”

Karl Lagerfeld's Emblem, “The Lion’s Seal”, commemorates the birth of the Lion City and the 14th century folklore that accompanies it, where the Sumatran Prince, Sang Nila Utama, spotted a handsome feline identified to him as the mystical creature – a lion. Believing this to be a good omen, the Prince named the sandy island Singa Pura, meaning the Lion City, and established the island nation as we know it. Just as this marked the beginnings of the fishing island's evolution into a major Asian epicentre, SO/ Singapore's emblem pays homage to the lion as a symbol of innate courage and dignity – values that will be fostered by the boutique design hotel in driving evolution of the local hospitality industry.

“Singapore is an Asian powerhouse - the city of the future. Stories of its history and evolution have inspired me, especially the discovery of the island and the mystical lion it was named after. The lion has historically symbolised courageousness, elegance and leadership - attributes aligned to the visionary SO/ label. The Emblem is a result of that combined inspiration - one that will be special to its guests and special in the country,” said Karl Lagerfeld. “The Lion’s Seal” Emblem and design artefacts will appear at prominent locations around the hotel, and across a range of exclusive objects. These objects will also be available for clients during their stay at SO/ Singapore.

“SO/ Hotels' collaboration with Karl Lagerfeld has been an invigorating and inspiring journey, and we believe SO/ Singapore's new emblem epitomises the trendy label's reinterpretation of traditions that have shaped the country,” said Robert Gaymer-Jones, CEO of Sofitel Luxury Hotels at time of the hotels opening. “With the illustrious legacy of Karl Lagerfeld lending boldly to the upcoming SO/ Singapore, this is just a momentous and defining beginning for the third SO/ hotel in the world.”

SO/ Hotels' partnership with Karl Lagerfeld for the first time in Asia Pacific's hospitality industry for SO/ Singapore further reaffirms the country's position as a major emerging capital for luxury experiences across the globe, as well as SO/ Hotel's commitment to growth and investments in the region.

SO/ SINGAPORE

“The city has so much to offer to the urban traveller – Singapore never fails to surprise,” said Bobby Hiranandani, Managing Director of Royal Group Holdings, owners of the hotel property since 2011. “It is on this very ground that SO/ Singapore has been conceptualised, with the aim to provide our guests with the best SO/ Singaporean experiences. The Emblem designed by Karl Lagerfeld is in alignment with our ambition to magnify the destination, while providing an outstanding hospitality experience in true SO/ style.”

SO/ Singapore was the third addition globally to the expanding portfolio of SO/ Hotels, which now has a number of properties around the globe.

– ENDS –

SO/ SINGAPORE

SO/ Singapore is an audacious lifestyle hotel bursting with local energy and infused with a French twist. Located in the heart of The Lion City, the luxury boutique hotel is the perfect blend of old and new, housed in a heritage building yet fitted with the latest media technology. Enjoy unique experiences in design and gastronomy that showcase local traditions and cultures in a new light to surprise and delight.

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/ 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.

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