

SO/ SINGAPORE'S FINAL GRAPHIC TOUCHES BY THE LEGENDARY KARL LAGERFELD



SO/ Singapore reveals a host of stylish graphic touches positioned around the hotel, brought into fruition by collaborating with legendary creative director Karl Lagerfeld. SO/ Hotels is committed to redefining luxury hospitality experiences around the world, and the globally celebrated fashion designer was commissioned to give his final graphic touch to SO/ Singapore upon the hotels opening in 2014.

Karl Lagerfeld exclusively imagined and designed “The Lion’s Seal” emblem of the hotel, which commemorates the birth of ‘Singa Pura’, the Lion City. Taking his inspiration from 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 pays homage to the lion as a symbol of innate courage and dignity, values which underpin the ethos of SO/ Singapore, driving the evolution of the local hospitality industry.

Karl Lagerfeld commented, “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. The Emblem is a result of that combined inspiration.”

Karl Lagerfeld was also inspired by the property itself: an iconic neo-classical heritage building first built in 1927 as the Eastern Extension Telegraph Company Building which was given conservative status in 2000, and is today is situated in the thriving heart of Singapore’s central business district.

For SO/ Singapore, the interior design of the property was developed by renowned Singapore-based, French design house Miaja Design Group with a creative cast led by Isabelle Miaja that mixed French elegance with Singapore touches resulting in a unique experience based on introducing playful and visually captivating luxury to the property.

Exclusive objects bearing Karl Lagerfeld’s “The Lion’s Seal” emblem

Bringing the inspiration behind the emblem to life, SO/ Singapore guests will be surrounded by Karl Lagerfeld’s graphic touch through a variety of objects including hotel collaterals from correspondence cards to check-in folders, Doorknockers and many more surprise touches that guests are encouraged to discover themselves. The carefully curated range of objects will appear in public areas as well as guest rooms, many bearing the signature emblem design.

Above all, guests will discover the Bookube – an exclusive art piece bookend created by Karl Lagerfeld bearing ‘The Lion’s Seal’ emblem as well as a quote from the creator - “Reading is a sport. Books are my personal brain building”.

It is beautifully positioned in La BiblioteK, and is also found in all 134 luxurious rooms. The BooKube is cast from white Corian® weighing 1,200g. It will be available for purchase for guests and collectors at SO/ Singapore as well as on the soboutique.com web site.

Karl Lagerfeld's fans and collectors will also be excited to discover other items available for purchase, including a bespoke bathrobe en nid d'abeille featuring the red and white 'The Lion's Seal' embroidery, and an exclusive leather bound sketchbook featuring the original sketch of the emblem.

"We are delighted to announce the result of Karl Lagerfeld's collaboration with SO/ Singapore to the world," said Vincent Lelay, General Manager at the time of opening SO/ Singapore. "Guests will be able to discover a selection of specially-curated books and explore interpretations of "The Lion's Seal" throughout the hotel, offering them a unique concept unlike any other on the island."

La BiblioteK – a literary hideaway curated by Karl Lagerfeld

SO/ Singapore features an inviting library space at level 1, La BiblioteK, with a selection of books personally chosen by Karl Lagerfeld. As one of the world's most famous book collectors, Karl Lagerfeld's selection at SO/ Singapore is representative of his own personal tastes and cultural interests. For La BiblioteK, Karl Lagerfeld curated a number of books brought in regularly that are also available for purchase exclusively at the hotel before any other book retailer in Singapore.

SO/ Singapore, dressed to impress by KARL LAGERFELD

SO/ Singapore's front of house team are fashionably dressed in exclusively selected pieces from the KARL LAGERFELD collection. Taking inspiration from the streets of Paris, these designer clothes give SO/ Singapore teams a Parisian look and feel. Garbed in the Karl Lagerfeld's signature famous black and white silhouettes, the teams will distinctively add a trendy touch to SO/ Singapore.

– 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.

accorhotels.com

###

PRESS RELATIONS CONTACT

Megan Reichelt

Marketing Manager

SO/ Singapore

Email: megan.reichelt@sofitel.com

Mobile: (65) 9392 4904