

## SO/ SINGAPORE'S SHOWSTOPPING DESIGN

An elaborate fusion of French luxury with Singapore's cultural heritage - a new era in luxury boutique hotel style



Singapore welcomed a sensational new addition to the luxury hotel scene with the opening of SO/ Singapore in May 2014. With stylish design credentials – interior design developed by Isabelle Miaja and chic touches courtesy of the hotel's signature designer Karl Lagerfeld – SO/ Singapore features the best of the east and the west by combining French elegance with Singapore flair. The design concept brings together both cultures, housed in a heritage building but decked in modern interiors; creating a unique fusion representative of modern Singapore.

### Where Paris Meets Singapore

An address of prestige, 35 Robinson Road is a landmark heritage building with almost 100 years of history. A rarity in Singapore, the façade features impressive symmetrical columns and large balconies overlooking the bustling central business district, a perfect location to feel the pulse of the city. This iconic frontage transports guests back to the past and upon stepping through the doors, the contemporary urban interior of SO/ Singapore is revealed.

Developed by renowned Singapore-based, MIAJA Design Group led by French Interior Designer Isabelle Miaja, the flagship SO/ property is Singapore's very own version of the SO/ label – a reflection of the destination and its distinctive traditions, values and increasingly creative outlook. The mingling of the old with the new is a key element of Singapore's dynamic identity, as a thriving cosmopolitan city brimming with a myriad of cultures. By combining the crème de la crème of French luxury with the island's uniquely blended local culture, Singapore as a 'melting pot' of diversity is represented throughout the hotel's design.

### Rooms and Suites Dressed to Impress

SO/ Singapore features 134 guestrooms, including 9 suites, all equipped with cutting-edge technology and designed to create an elegant, rich ambience unlike any other bedroom in Singapore. French 18th century decadence combined with local touches and contemporary comforts welcome visitors as they step in to any of the rooms at SO/ Singapore.

The rooms are splashed with hues inspired by the city of Paris and its picturesque apartments. Enhanced by three-meter high ceilings, rooms are bright and spacious with a sumptuous Parisian feel. Bespoke light boxes, set above each bed, feature images of palatial glass domes inspired by the traditional architecture of Europe and modern constructions in Singapore. An ethereal experience awaits guests, to sleep under an 'open' sky, and waking up to the view of a stunning 'coupole'. Each inviting Sofitel MyBed features a headboard with a contemporary interpretation of an Orchid, Singapore's national flower.

# SO/ SINGAPORE

Meticulous suites exude opulence with regal balconies 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. A fully customisable guest technology platform, developed in partnership with DirectStreams, ensures SO/ Singapore guests experience the very first completely Apple®-based guest technology solution in the world.

Commenting on the design, Isabelle Miaja said, "SO/ Singapore comes with a bold vision to stand out from the other hotels. It digs deep into its DNA by mixing French elegance with Singapore touches, resulting in a unique experience based on introducing playful luxury to the island. The juxtaposition and infusion of two distinct cultural aesthetics provided us with an opportunity to be creative, daring and imaginative in our concepts. We worked closely with the hotel's management team to ensure that the design complements function to create a visually captivating product that works for each type of guest."

– 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](mailto:h8655@sofitel.com)  
Website: [www.sofitel-so-singapore.com](http://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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