
SO/

A fashion statement

Avant-garde & Stylish



BRAND PILLARS

A stylish
dress code

A seasonal
campaign

An invitation
to the front row

HOTELS



Open



Pipeline

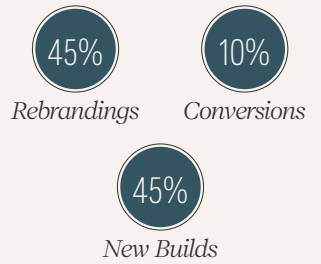
OPEN KEYS

1185

CURRENT REGIONS

ASIA PACIFIC
EUROPE

EXISTING DEVELOPMENT



LEISURE / BUSINESS TRAVELLERS

77% / 23%

GUEST SATISFACTION RATING

94%

200

Average Number of Rooms

40-45sqm

Average Room Size

100-140sqm

Total Gross Floor Area

MUST-HAVES

All day dining option
2x bars
Signature restaurant
Spa/gym

Retail Suites
Meeting spaces in cities
Pool at resorts

NICE-TO-HAVES

Ballroom
Kids club
Rooftop bar
Terrace

2023 - 2024 OPENINGS

Dubai / Maldives / Jeddah

FLAGSHIPS



Bangkok



Paris



Sotogrande



LIFESTYLE COLLECTIVE