



SO/ Paris Unveils Fashion Partnership with Berlin's SUMO, Bridging Past and Present

PARIS, France – After a successful debut at SO/ Berlin Das Stue, SO/ Paris, the flagship and epitome of Parisian luxury hospitality, kicks off the new year with an unprecedented collaboration with Berlin's pioneering vintage fashion curator SUMO, setting the stage for a transformative exploration of fashion heritage that will span Paris's most celebrated fashion moments.

From January 27th to March 12th, 2025, the hotel bordering the Seine, will transform its sophisticated lobby into a living archive of fashion history, where the boundaries between past and present dissolve. This installation will showcase SUMO's meticulously curated collection of archival pieces, each telling its own story of innovation and artistic excellence from the 1980s, 1990s, and 2000s. The carefully selected pieces represent watershed moments in fashion history, from the bold experimentalism of the 1980s to the minimalist revolution of the 1990s and the avant-garde spirit of the early 2000s.

The collaboration reaches its pinnacle during two of fashion's most anticipated events: **Haute Couture Week (January 27-30)** and **Paris Fashion Week Womenswear (March 3-11)**. Over these dates, SUMO's expert team will be present at SO/ Paris, offering guests an intimate opportunity to engage with fashion history through personally curated rails of exceptional vintage pieces available for purchase. This setup creates an unprecedented fusion of luxury hospitality and sustainable fashion consumption.

Complementing the physical installation, a photo exhibition will bring select iconic designs to life, contextualizing their historical significance while highlighting their enduring relevance in contemporary fashion. The exhibition creates a dialogue between past and present, demonstrating how vintage pieces continue to inspire and influence modern design.

The partnership emphasizes both brands' dedication to sustainable luxury and conscious consumption. SUMO's expertise in sourcing and preserving unique vintage pieces aligns perfectly with SO/ Paris's vision of redefining modern luxury in an era where authenticity and sustainability are as crucial as elegance and sophistication.

Images of the collaboration are available [HERE](#)

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ABOUT SO/ PARIS:

Nestled right on the banks of the Seine in the Marais, at the intersection of several of the city's most coveted neighborhoods, [SO/ Paris](#) is the flagship of a coveted collection of hotels from Ennismore, rooted in the world of fashion – from the design by RDAI, the architectural firm behind the Hermès stores, to the staff uniforms courtesy of Patou's Guillaume Henry. Housed in a 1966 building formerly used as a municipal office, the hotel's interior is inspired by the origins of the French capital and its iconic river as well as a total immersion in contemporary art and Parisian style; it boasts a restaurant, bar and club by Paris Society, pioneers of a certain art of French hospitality, as well as two treatment cabins by Maison CODAGE, an emerging skincare brand. Since opening in September 2022, the property has established itself as one of the most sought-after luxury hotels in the city with unparalleled views of the Parisian skyline, a keen eye for art and design, and captivating brand partnerships throughout the year. [WEBSITE](#)

ABOUT SUMO:

Based in Berlin, [SUMO](#) is a pioneering vintage fashion curator known for its collections of archival designer pieces. With a focus on sustainability and preservation of fashion history, SUMO sources exceptional vintage pieces from the most prestigious fashion houses, offering collectors and enthusiasts access to iconic designs that have shaped the industry. Their expertise in authentication and restoration ensures each piece maintains its historical significance while meeting contemporary standards of quality. [WEBSITE](#)

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