



SO/ RAS AL KHAIMAH SET TO OPEN AS THE FIRST ALL-INCLUSIVE RESORT ON AL MARJAN ISLAND

Launching November 2025: With A Fashion-Forward Lifestyle Resort on Al Marjan Island



SO/ Ras Al Khaimah will welcome guests from **15 November 2025**, marking the brand's exciting debut on Al Marjan Island and its unique presence in Ras Al Khaimah. The resort is the first in a new wave of fashion-inspired lifestyle luxury properties designed to set a bold new standard in the region. Set against the breathtaking Arabian Gulf coastline and just 90 minutes from Dubai, this ten-story resort marks the brand's debut in Ras Al Khaimah and the first in a series of avant-garde lifestyle properties destined to elevate the regional hospitality scene.

With 257 stylish rooms and suites, each offering uninterrupted sea views, SO/ Ras Al Khaimah blends bold, fashion-focused interiors, and design led by Kristina Zanic Consultants with the natural beauty of the area. Inspired by the concept store model, the property seamlessly merges art, fashion, shopping, and dining under one roof. The colour palette of sunset orange, ocean blue, and natural green reflects the island's landscapes, complemented by tactile elements of walnut wood, sandstone, and bronze to craft a warm, inviting ambiance.

The resort features curated art and handcrafted accessories from Curio, a global platform showcasing works from over 100 makers and artisans, embodying SO/'s commitment to creativity and self-expression.

Guests can choose from seven room categories, from the intimate SO/ Collection Sea View to the expansive Signature Club with private pool and beach access, alongside a variety of event spaces accommodating up to 300 guests, blending functionality with style.

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Wellness is integral, with a spa offering treatment rooms, sauna, jacuzzi pool, and a fully equipped gym with complimentary classes. Outdoor adventures such as hiking, golf, horseback riding, and kayaking enable guests to engage intimately with the stunning surroundings.

Cem Kul, General Manager of SO/ Ras Al Khaimah, states: “It is a privilege to open our doors, backed by the incredible expertise and support from Ennismore and ALL-Inclusive Collection teams. This partnership has been the cornerstone of our launch. As General Manager of the first fashion-led ultra-all-inclusive SO/ Ras Al Khaimah Resort, it is an honour to showcase this magnificent destination to a new audience. This launch is not just about opening a resort; it's about elevating the entire region by bringing a new and valuable clientele to its doorstep.”

SO/ Hotels thrive globally in vibrant cities. For instance, SO/ Paris opened in January 2022, standing as a hallmark of design-led, fashion-immersed hospitality blending Parisian elegance with global cultural trends. SO/ Uptown Dubai, launched in July 2023, complements this portfolio, celebrated for its distinctive fashion collaborations with world-renowned designers. SO/ Ras Al Khaimah carries forward this legacy, placing art, fashion, and bold creative expression firmly at its core.

Culinary offerings reflect the resort’s creative spirit with four distinct venues: casual all-day dining at The Market; Mediterranean excellence at Chiano; refined Levantine flavours at Hadaba; and Savant, a signature cocktail lounge with live entertainment. Two pool bars, including the adults-only Bungalow, as well as a separate beach club, complete the dynamic F&B landscape.

Globally, SO/ Hotels are synonymous with fashion-forward design and collaborations with acclaimed designers. SO/ Ras Al Khaimah brings this creative essence to a serene coastal environment.

To celebrate the opening, SO/ Ras Al Khaimah offers the “Stay in Style, Win the Iconic Night” ultra all-inclusive package, featuring attractive discounts, complimentary airport transfers, and a chance to win a night in the Iconic Suite. Bookings are open now at: so-hotels.com/en/ras-al-khaimah/

Opening offers to get to know the hotel

SO/ Hotels are part of Dis-loyalty, a travel and food membership that beats boring. The membership comes with benefits and discounts from hotel brands such as 25hours Hotels, The Hoxton, Mama Shelter, 21c, HYDE or SLS and all associated restaurants and bars. Members receive a 50 percent discount on stays during the first three months after the hotel’s opening — including the SO/ Ras Al Khaimah. Starting now, bookings can be placed at: dis-loyalty.com/hotel/so-ras-al-khaimah/

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To celebrate the opening, SO/ Ras Al Khaimah invites guests to escape the ordinary with a limited-time ultra all-inclusive opening offer called “Stay in Style, Win the Iconic Night”, a celebration of SO/ style, sea and unforgettable iconic moments. Bookings made between 3 December 2025 and 3 January 2026 for stays until the end of January 2026 will benefit from a free airport transfer for stays of four nights or more in the suites, and a 20 per cent discount on rooms or a 30 per cent discount on suites for stays of four nights or more. A night in the Iconic Suite, the resort’s most exclusive and seductive signature suite, will be raffled among the first twenty bookings (for T&Cs and booking details, please visit the website all.accor.com/ssr/app/accor/rates/C4R3/index.en.shtml).

About SO/

SO/ is a coveted collection of hotels, rooted in the world of fashion. Making its stylish debut on the global hotel scene in 2011, SO/ continues to command attention with its avant-garde design and creative approach to the world of luxury. SO/ is renowned for its signature fashion collaborations, having worked with some of the world’s most celebrated designers, including Guillaume Henry, Christian Lacroix and Viktor&Rolf to create spaces, uniforms, amenities and experiences that feel sartorial and polished. SO/ Hotels and Resorts are a dynamic hub for the creative industry – from fashion and design collaborations to art and cultural events.

SO/ is located in some of the world’s most vibrant and sociable destinations, including Berlin, Bangkok, St. Petersburg, Paris, Dubai and most recently the Maldives. SO/ is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, formed in 2021.

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