



## 315 SO/ SUITES WORLDWIDE – FROM A FOR AUCKLAND TO V FOR VIENNA



Since its debut on the global hotel scene 15 years ago, SO/ has attracted attention in the luxury world with its avant-garde design and creative approach. But SO/ is not only known for its distinctive fashion collaborations with world-renowned designers, but also for its extraordinary suites. In total, SO/ has **315 suites in ten hotels and resorts in eight countries on three continents.**

**The newest suite** is located at **SO/ Ras al Khaimah**, which opened in November 2025 – the first SO/ all-inclusive resort in the United Arab Emirates. Located on Al Marjan Island, approximately 45 minutes from Dubai, the hotel is the first in a series of new lifestyle and luxury resorts being developed here. It spans eleven floors in an impressive new building and offers a stylish retreat amidst breathtaking natural scenery. Guests have access to 257 rooms and suites with direct sea views in seven categories, five dining outlets, a beach club, pools and a spacious spa area. The highlight of the resort is the **Aura Suite with its own pool and direct beach access.** This tranquil retreat covers 92 square metres and combines sculptural textures, sun-drenched colours and elegant lines to create an atmospheric refuge that invites guests to relax in style. A total of six Aura Suites are available for booking. Those who need even more space can choose the 159-square-metre **Icon Suite** with a spacious terrace, allowing them to live and relax according to their own wishes. A concierge service, tea and coffee set-up, minibar and other amenities such as bathrobes are available.

The SO/ portfolio includes a second all-inclusive resort – the **SO/ Sotogrande in Andalusia.** Here, guests can book the **SO/ Penthouse Suite Cortijo, the largest of all SO/ suites worldwide.** It measures a generous 258 square metres and is located in the resort's main building. The suite feels like a private villa in a charming and traditional whitewashed village in Spain. The **SO/ Penthouse Suite Cortijo** celebrates Andalusian warmth with décor inspired by the natural, earthy colours typical of this region. The contemporary design is complemented by subtle references to tradition, including elements such as the classic *botijo*, which has been reinterpreted as a table lamp. Linen, clay, terracotta and suede round off the atmosphere. This

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suite is perfect for enjoying the warm and pleasant climate of southern Spain. It features two bright master bedrooms, each with direct access to the outdoor area. Notable details include striking lighting, textured wall coverings and spacious walk-in wardrobes – ideal for creating relaxed yet chic looks that suit a destination like Sotogrande. In addition to several light-filled bathrooms, the suite also offers a living and dining area for up to six guests, a fully equipped open-plan kitchen and a large terrace with panoramic views stretching across the Andalusian hills to the Mediterranean Sea.

Stay in a suite or an entire villa? If you can't decide, the **Maldives** is the place for you. **Because there, both are combined in one:** 238 square meters with a private infinity pool and your own courtyard and tropical garden, a freestanding bathtub with panoramic views, and rain showers indoors and outdoors. The **Family Beach Pool Villas with Capsule at SO/ Maldives** also feature **what are probably the most luxurious bunk beds in the entire archipelago.** The six Family Beach Pool Villas have been carefully designed as a retreat where two adults and two children can experience the Maldives in complete comfort, surrounded by natural beauty and the brand's signature sense of style. The villas are located just a few steps away from The Nest and The Zone, the resort's special family centers. The master bedroom exudes understated elegance and opens onto a playful bunk bed designed especially for children. Here, the little ones can dream, play and have their own adventures while their parents enjoy peace and quiet. Outside, there is a private infinity pool that glistens under the Maldivian sun and is framed by a tropical garden. Behind it is the private beach area, a place for walks, sunbathing, afternoon sandcastles and golden sunsets together.

Spectacular sunrises and sunsets can also be experienced at **SO/ Paris**. From the **SO/ Paris Suite**, the 180° panoramic view naturally falls directly on the Eiffel Tower and the recently reopened Notre-Dame Cathedral. The 85-square-metre suite is located on the 14th floor of the hotel and offers a **unique view of the Seine and the Paris skyline.** Designed for effortless living, it features a bedroom with a king-size bed, a separate living area, a dining area for four and two private balconies from which guests can enjoy the city of love. The SO/ Paris Suite is a favorite among Fashion Week insiders, singers and actors, and has been the setting for numerous photo shoots for international fashion magazines. It is also the favorite suite of top artists performing at the neighbouring Accor Arena. The suite is also ideal for events. Ahead of the 2024 Olympic and Paralympic Games, for example, it hosted a private exhibition featuring Olympic and Paralympic athletes, led by French judoka Blandine Pont.

**SO/ Uptown Dubai** is high up, as the hotel areas only begin on the 34th floor. Undisturbed panoramic views of the marina, Jumeirah Beach Residence and Jumeirah Lakes Towers promise spectacular impressions while you enjoy the luxury of the design hotel with top cuisine.

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Four restaurants serve innovative highlights with brilliant views over the city, which makes a completely different impression, especially after dark with its sparkling lights. The **SO/ Uptown Suite** is located on the 45th floor of the diamond-shaped Uptown Tower – at a height of 196.5 meters. **It is the highest of all SO/ suites.** The suite was designed as a curated sky residence that blurs the line between a luxury hotel suite and a private designer home. Covering an area of 167 square meters, the space is deliberately divided – living, dining and lounge areas flow seamlessly into one another, creating a sense of rhythm rather than size. The design takes center stage: custom-made shelving with brass accents, sculptural lighting, chevron wood flooring and gallery-style furniture give the suite a cozy, fashionable flair. A striking marble dining table forms the centerpiece of the room, making the suite suitable for both private dinners and larger events. Floor-to-ceiling windows offer sweeping views of the Dubai skyline, the Arabian Gulf, the marina and JBR, making the city itself part of the interior design. What sets this suite apart is its dual identity – part luxurious penthouse, part creative retreat. By day, it serves as an elegant city residence for executives and trendsetters; by night, it transforms into an intimate setting for events and parties.

Also high above the rooftops of Vienna and with a direct view of the first district is the **Presidential Suite at SO/ Vienna** on the 16th floor, approximately 67 meters above the city. The first district is characterized by historical restraint—buildings rarely exceed 26 meters in height. The SO/ Vienna is only surpassed by St. Stephen's Cathedral, which stands at a height of 136 meters. The Presidential Suite impresses with **180 square meters of living space** and a **270° view over the Austrian metropolis** – a cinematic skyline framed by **Jean Nouvel's architecture. Decorated in black, white and grey**, the suite meets all expectations of a luxury suite: a large dining room for 12 people, a kitchen, three flat-screen TVs, even a wellness bathroom with whirlpool and hammam, and, as a highlight, a custom-made, three-meter-wide Hollywood bed where you can fall asleep with a view over Vienna. Here, guests will find the perfect combination of minimalist design, comfort and style. The Presidential Suite can also be booked for events such as private dinners or celebrations such as birthdays, baby showers or fashion pop-ups.

The **most valuable and probably best secured** of all SO/ suites is the **Treasury Suite at SO/ Auckland**. The suite, whose name refers to the historic location of the Reserve Bank of New Zealand in the SO/ Auckland building and reflects the history of the hotel building, is flooded with light and features brass accents – all set off by atmospheric colors. It appears both elegant and playful. The interior, decorated entirely in black and gold, reflects the opulent yet functional "bank" theme. At the time, the Reserve Bank of New Zealand had the largest gold reserves in New Zealand. There are numerous small details that recall the history of the bank, such as vintage gold scales that still work, gold vases and candlesticks, crystal boxes and sculptures. The interior design is by the Dutch design firm Moooi. The **110 square meter space** features a

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fully equipped kitchen, a kitchen island for cooking demonstrations, a dining area for six people and a surrounding lounge. The spacious bathroom area has huge windows overlooking Waitemata Harbour, a bathtub by the window, a double-sided washbasin, a rain shower and SO's signature CODAGE toiletries. The Treasury Suite effortlessly combines the advantages of a party venue with the chic comfort of everyday hotel life in the heart of Auckland City, making it the perfect venue for a variety of small events and gatherings.

### Prices

**SO/ Ras al Khaimah - Aura Suite:** As this is an all-inclusive hotel, the minimum stay is two nights. Prices start at EUR 2.700 for two nights.

**SO/ Sotogrande – Penthouse Suite Cortijo:** Prices start at EUR 2,900 per night.

**SO/ Maldives - Family Beach Pool Villa with Capsule:** Prices start at EUR 755 per night.

**SO/ Paris – SO/ Paris Suite:** Prices start at EUR 2,500 per night.

**SO/ Uptown Dubai - SO/ Uptown Suite:** Prices start at EUR 1,215 per night.

**SO/ Vienna – Presidential Suite:** Prices start at EUR 2,240 per night.

**SO/ Auckland – Treasury Suite:** Prices start at EUR 766 per night.

### About SO/ Hotels

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, the Maldives and most recently Ras al Khaimah. 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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