

## SO/ PARIS x J. SIMONE: A LOVE LETTER TO PARIS



**Paris, May 2026** – This season, SO/ Paris continues its support of emerging creative voices by welcoming designer Jude Ferrari and her label J. Simone, presenting the Spring/Summer 2026 collection as part of the SPHERE program during Paris Fashion Week. The collaboration reflects the hotel's role as a creative hub where fashion, art, and culture intersect in the heart of the capital.

From May 18 through June 29, the hotel lobby is transformed into an immersive installation imagined by the designer. The space's iconic columns are integrated into the scenography for the first time, scattered with a flock of pigeon decals and anchored by a monumental 3.8-meter inflatable sculpture of Sylvester Stallone—a playful, unexpected tribute to pop and urban culture.

Within this setting, Ferrari presents a collection conceived as a love letter to Paris: tender and ironic, irreverent and unmistakably contemporary. She draws on the city's everyday iconography and translates it directly into the clothes. Leg warmers are designed to resemble Parisian pigeons. A capsule of matching denim pieces, made in collaboration with Parisian label Labdip, is printed with swirls of cigarette smoke. A fitted biker-style bodysuit carries a graphic print built from images of Pigalle kebab shops and the red neon of French *tabac* signs. Padlocks—a nod to the love locks once fastened to the Pont des Arts, and a recurring J. Simone signature—return this season as charms on bags and accessories, and as a print motif across the collection.

The collection also revisits the house's timeless best-seller, the CrissCross top, while celebrating Parisian icons with what Ferrari calls "glorious kitsch." Nods to French rockstar Johnny Hallyday and the Eiffel Tower are reframed as glamorous homages. Highlights include a scallop-edged crop top adorned with an oversized croissant, and an upcycled shirt-bodysuit that transforms the sharp tailoring of La Défense businessmen into something bold and sensual. Throughout, fluid dresses and the now-signature hip cut-outs, first introduced on the house's best-selling Hombro shirt, embody a natural Parisian chic.



For the designer, J. Simone is like a cronut: somewhere between Parisian elegance and sweet eccentricity, a balance embodied by this year's Spring/Summer collection.

With this collaboration, SO/ Paris continues to champion contemporary creativity through immersive cultural programming and unexpected artistic partnerships, offering guests and visitors a fresh perspective on Parisian culture.

Images [HERE](#)

#### **About J.SIMONE**

Jude Ferrari, a graduate of Central Saint Martins, founded J.SIMONE in Paris in 2023 with a bold ambition to challenge conventional notions of taste. She describes the brand's world as a "Cronut": a fusion between the elegance of a Parisian croissant and the glittery playfulness of a sugar-coated donut. Rooted in responsible craftsmanship, J.SIMONE embraces sustainability through techniques such as upcycling and the use of deadstock fabrics. This approach reflects a desire to merge creativity, textile innovation, and environmental consciousness. J.SIMONE's wardrobe stands out for its vibrant colors and irreverent tone, embodying a spirit of fearless creativity

#### **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, 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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