

# SO/

## SO/ PARIS RAISES A GLASS TO SUMMER WITH PICNIC BY VEUVE CLICQUOT



**Paris, May 2026** – SO/ Paris, the boldly designed five-star hotel that has redefined contemporary luxury in the heart of the capital, is elevating the summer in Paris dining experience with its participation in *Picnic by Veuve Clicquot*, the celebrated brand's program that transforms select French destinations into elegant open-air dining experiences.

Poised along the Seine at the crossroads of Paris's most dynamic neighborhoods, SO/ Paris has established itself as a destination in its own right, where daring design, world-class hospitality and the pulse of the city converge. This summer, it brings the art of the Parisian picnic to life, pairing seasonal cuisine with the storied elegance of Veuve Clicquot Champagne and the Maison's iconic Brut Carte Jaune—to be enjoyed under open skies, from the banks of the Seine to the shaded gardens of the Place des Vosges.

Open to hotel guests and Parisians alike, the *Picnic by Veuve Clicquot* experience at SO/ Paris is a food and Champagne pairing conceived to honor the convivial spirit of the French *pique-nique* while maintaining the standard of excellence the hotel is known for. At 70€ per person, the offering includes a gourmet salad with a choice of lobster, chicken or vegetarian, a selection of French cheeses, bread and feuilletée brioche, and a seasonal fruit tart; paired with a half-bottle of Veuve Clicquot Brut Carte Jaune for two, or a full bottle for four.

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The partnership is a natural extension of SO/ Paris's continued commitment to bringing culturally resonant collaborations to life across its public spaces—from the lobby to the restaurant and beyond. It also sees the hotel join Veuve Clicquot's wider 2026 summer program, which extends the picnic experience to a curated constellation of exceptional venues across France: an acknowledgement of SO/ Paris's standing as one of the capital's most distinctive luxury destinations and a fitting home for an experience defined by France's signature refinement, character and *joie de vivre*.

Guests can also find the full range of Veuve Clicquot's iconic cuvées, including the Carte Jaune, Rosé, Rich and La Grande Dame, available throughout the hotel.

Images [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.

### **About Veuve Clicquot**

Founded in Reims in 1772, Veuve Clicquot still remains true to its motto: "Only one quality, the finest". In 1805, Madame Clicquot took over the reins of the House and became one of the first businesswomen of modern times. Driven by her unfailing optimism, she was soon named "la Grande dame of Champagne". Her free spirit, her Boldness and her culture of innovation have continued to inspire the House, the footprint of which still radiates throughout the world. Despite hardships, she looked to the future with confidence and won the almost impossible bet for a woman of her time, by revolutionizing the champagne industry. "If in the search of perfection, we must take two steps at a time, I do believe that we should not be content in only taking one." - Madame Clicquot. The colour yellow – included on its labels since 1877, is also that of the rising

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sun. An ode to joy and optimism, expressing one of the House's convictions that each new day offers the promise of new possibilities to build a brighter future.

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