



SO/ VIENNA AND SO/ SOTOGRADE PARTNER UP WITH RENDL



June 2026 – The warm temperatures are finally here and summer is entering its best phase. Stylish swimwear is thus essential for enjoying those hot days by the sea or pool. SO/ has teamed up with the sustainable brand RENDL from Vienna, which is known for its minimalist, elegant design and modern take on the classic swimsuit. The photoshoot for the latest collection took place at SO/ Sotogrande in Spain. The five-star hotel is one of two all-inclusive resorts in the SO/ portfolio and situated in Andalusia. The outdoor pools, with views over the green hills and surrounding countryside, provided the ideal backdrop. From 8 July, the collection can be found at the RENDL pop-up in the lobby of SO/ Vienna. Alongside swimsuits and bikinis, the range also features wrap skirts, slip dresses, mesh tops, tank tops and long trousers to complement the look.

“This season’s colours are: coral gloss (a glossy coral shade), skyblue gloss (a fresh, glossy sky blue), deep red (a beautiful, deep shade of red in our matt classic fabric in the on-trend colour red), petrol (a gorgeous petrol shade, for anyone who feels comfortable in dark tones but doesn’t want to wear only black) and lollipop rib (a cheerful pink with a ribbed texture). Of course, we also have our core collection black – all the classics and bestsellers in black,” says Rosa Rendl, founder and designer of RENDL swimwear.

Nadja Krawetz, Director of Brand Marketing at SO/, is proud of the collaboration with RENDL: “SO/ Hotels & Resorts are deeply rooted in the world of fashion. Through creative collaborations such as this one with RENDL, we create shared experiences that bring our vision to life.” She adds: “RENDL’s sophisticated designs, characterised by minimalist lines and monochrome colours, are also a perfect fit for our other beach and seaside destinations, such as the SO/ Maldives, SO/ Ras al Khaimah and the SO/ Hua Hin.”

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The SO/ Sotogrande Spa & Golf Resort, meanwhile, presents itself as a destination for anyone longing for comfort, sophistication and unforgettable experiences under the Spanish sun. It is a special place from which all guests can explore the essence of Andalusia, whether with family or as a couple. Surrounded by green hills, world-class golf courses and with the Mediterranean as a backdrop, the resort offers a programme of sports, dining and wellness designed to be enjoyed at a leisurely pace.

“The SO/ Sotogrande was the ideal location for our swimwear campaign. The beautiful, sprawling grounds with incredible vegetation and, of course, the stunning pools were impressive. There was one lovely detail after another,” says Rosa Rendl.

First established in Vienna in 2013 under the name Veronica Dreyer, RENDL was renamed in 2018 after its founder, Rosa Rendl. Geometric necklines, monochrome colour schemes and wide straps are the brand’s signature features. The swimsuits and bikinis combine functionality, shape and support, catering to all body types. Alongside inclusivity, sustainability is also a key focus; the collection is therefore made from recycled Italian materials and manufactured within Europe. The product range also includes RENDL trousers, skirts and dresses, allowing you to put together a complete look both before and after a swim. Their timeless design makes RENDL swimsuits – numbered No. 1, 2, 3... – long-lasting and much-loved collector’s items.

Details Pop-up

Location: SO/ Vienna, Lobby (Praterstraße 1, 1020 Vienna)

Dates: 8 July – 31 August 2026

About SO/ Hotels

SO/ is a renowned collection of hotels rooted in the world of fashion. Since its stylish debut on the global hotel scene in 2011, SO/ has been attracting attention in the luxury world with its avant-garde design and creative approach. SO/ is known for its signature fashion collaborations and has 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. 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 destinations, including Berlin, Bangkok, St Petersburg, Paris, Dubai, the Maldives and, most recently, Ras al Khaimah. SO/ hotels are part of Ennismore, a hospitality company rooted in culture and a creative network. The global collective is shaped by founding personalities and comprises brands that place contemporary hospitality at the heart of their offering. Ennismore is a joint venture with Accor. Accor is the majority shareholder.

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