



SO/ PARIS x LA SAMARITAINE:
A SUMMER POSTCARD FROM THE FRENCH CAPITAL



Paris, July 2026 – As the couture shows close and the city settles into summer, SO/ Paris turns its attention to a different kind of ritual: the postcard. From July 1 through August 31, the design-forward hotel in the Marais partners once again with Samaritaine – the legendary Rive Droite department store – for *Bons Baisers de la Samaritaine*, an immersive and sunny experience that reimagines the keepsake as something to be collected, played for, and lived.

The collaboration extends SO/ Paris's role as a cultural connector in the capital, this time channeling the romance of a Parisian summer through the lens of Samaritaine's seasonal campaign. The result is playful by design: a hotel stay that unfolds like a love letter to the city. Fitting, for a hotel that has always worn its devotion to the capital openly – in the Seine views, the art, the unmistakably Parisian sense of style woven through the property.

It begins at check-in. Each guest receives a token for the hotel's claw machine, a tongue-in-cheek nod to seaside-arcade nostalgia. Inside, the prizes run from Samaritaine gift cards and confections to tote bags, pouches, and stays at SO/ properties around the world. Nearby, the lobby is transformed into a *Bons Baisers de la Samaritaine* tableau: a library scene anchored by an oversized postcard and styled with accessories and pieces drawn from the department store and its concept boutique, *La Boutique de Loulou*.

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The experience continues upstairs. In each suite, guests find a personalized postcard waiting with an invitation to one of the collaboration's most generous gestures: a complimentary appointment at the *Appartement de la Samaritaine*, the store's private styling salon, for a bespoke personal-shopping session. Offered to SO/ Paris guests at no charge, the service extends the holiday into the city's most storied retail address, where summer's best finds can be slipped into a suitcase before the trip home.

With *Bons Baisers de la Samaritaine*, SO/ Paris does what it does best: translating the spirit of its city into something guests can collect, keep, and carry home. A summer in Paris worth sending to someone.

Images [HERE](#) © Marvin Grolleau

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About Samaritaine

Founded by Ernest and Marie-Louise Cognac-Jaÿ in 1870, what started as a small boutique on rue de Pont-Neuf has become much more than just a department store: it has become the go-to destination in the heart of the capital. In 2021, it's reopening to unveil the exceptionally revived iconic Art Nouveau building along with a new contemporary structure on rue de Rivoli. It now offers more than 20,000 square meters with over 600 iconic and avant-garde brands from the worlds of fashion, watchmaking and jewelry, as well as one of the largest beauty space in Europe. Samaritaine has curated a unique and exclusive collection of places to eat and drink, showcasing the most authentic aspects of Paris and the French art de vivre. Catering to the desires of our visitors, whether early morning or late at night, there is always an opportunity to take a gourmet break at Samaritaine.

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

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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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