

SO/ UPTOWN DUBAI

SO/ UPTOWN DUBAI HOTEL: A VISIONARY WORLD OF HIGH-END, AVANT-GARDE LIVING IS COMING TO DUBAI

19 June 2023, Dubai: A coveted collection of hotels, SO/ Hotels will be bringing its avant-garde lifestyle to the Middle East for the very first time with the launch of SO/ Uptown Dubai. Opening soon, the sleek hotel, which will be located in DMCC's up-and-coming Uptown Dubai district, will mark the arrival of an exciting new five-star luxury destination in the city, complete with design-led rooms and statement suites, unique dining experiences, indulgent facilities and breathtaking views of the city skyline.

Designed as a five-star urban resort, SO/ Uptown Dubai will channel an avant-garde world of visionary design and covetable style, connecting with the wider fashion industry through partnerships and ongoing programming developed to support local talents. Located within Uptown Tower, the 340-metre-high architectural marvel designed by Adrian Smith and Gordon Gill, the architects behind some of the world's most iconic skyscrapers, SO/ Uptown Dubai is set to be a new, one-of-a-kind urban destination with stunning views over the city including signature SO/ branded residences.

The hotel will feature 188 luxurious rooms and spacious suites, which will merge a fashion-forward outlook with indulgent elements to curate a sartorially inspired lifestyle. Details include marble bathrooms, rich fabrics, and dark wood finishes alongside high ceilings and innovative details which elegantly come together to create naturally lit, voluminous spaces that perfectly balance form, function, art, and design. Panoramic views of Dubai's skyline, Ain Dubai and the sapphire waters of the Arabian Gulf will offer a timeless backdrop to the hotel's contemporary appeal.

A dynamic destination in the heart of New Dubai, SO/ Uptown Dubai will feature a complete range of premium, in-house dining and entertainment concepts that pay homage to the hotel's fashion-forward DNA. From the effortless appeal of Uptown Brasserie, and irresistible Asian fusion cuisine at The Citronelle Club, to the Savant Bar & Lounge scenic views, Celeste's entertainment-led dining experiences and the laid-back ambience of Lazuli, the hotel's signature pool bar, SO/ Uptown Dubai is set to be a culinary and entertainment hotspot that is alive day and night. Catering to every aspect of the contemporary urban lifestyle, the hotel will house fully equipped conference and meeting facilities as well as an elegant, full-service ballroom with a 1000-guest capacity, offering the perfect venue for celebrations, gatherings and events of all sizes in the city.

Offering the ideal interlude from city life, SO/ Uptown Dubai will feature immersive, luxurious wellness facilities including a relaxing pool, state-of-the-art-gym with panoramic views, and The Spa by SO/, which has exclusively been developed in partnership with Anne Semonin Paris to offer industry-leading wellness treatments and therapies.

An exquisite collection of 227 branded residences will occupy the top 28 floors of the Uptown Tower, where residents will have exclusive access to an indoor pool, fully equipped gym, a kids club and creche, the Sky Lounge, and a private cinema.

A place where art, design, fashion, entertainment and wellness collide, SO/ Uptown Dubai will curate a lifestyle imbued with luxurious touches and creative expression, making it the go-to five-star destination for any connoisseur in the city.

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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/ is located in some of the world's most vibrant and sociable destinations, including Berlin, Bangkok, St. Petersburg, and most recently Paris (opened September 2022). Exciting expansion plans will see the brand continue to spread its bold footprint globally, with SO/ Maldives set to open in November 2023. 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.com

ABOUT ENNISMORE

Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart. It curates and manages unique properties and experiences in some of the most exciting destinations around the world.

Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021 to create a new autonomous entity, with Accor holding a majority shareholding. Creating the world's fastest-growing lifestyle hospitality company, it brings together Ennismore's know-how in building brands with creative storytelling, design, and authentic experiences, with Accor's wealth of knowledge in delivering scale, network growth and distribution.

Under the leadership of Sharan Pasricha, Founder & Co-CEO, and Gaurav Bhushan, Co-CEO, Ennismore comprises 14 brands - with 91 operating properties and further 143 in the pipeline - and a collection of over 150 culturally relevant and diverse restaurants and nightlife destinations.

Ennismore puts innovation at the centre of everything it does, with four dedicated in-house specialist studios, which obsess every guest touchpoint including Carte Blanche – a fully integrated F&B concept platform; a creative studio of interior and graphic designers; a digital product and tech innovation lab, and a partnerships and collaborations unit. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home.

Ennismore has been included in Fast Company's World's Most Innovative Companies lists in 2020 and 2021; ranked #29 in FT1000: Europe's Fastest Growing Companies; and is part of FT Future 100 - the UK's fastest-growing businesses that are shaping the future of their sector. Ennismore brands include: 21c, 25hours, Delano, Gleneagles, Hyde, Jo&Joe, Mama Shelter, Mondrian, Morgans Originals, SLS, SO/, The Hoxton, Tribe and Working From_

About Uptown Tower

Uptown Tower is the first of two supertall towers to crown DMCC's Uptown Dubai District. Designed by internationally renowned architects Adrian Smith & Gordon Gill, Uptown Tower's design replicates the brilliance of diamonds through its glass façade. Uptown Tower redefines Dubai's skyline, bringing a premium commercial, residential and leisure offer that adds value to businesses, enriches the lives of our residents, and creates a unique experience for visitors.

About DMCC

Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future. www.dmcc.ae