
SO/

A fashion statement

Avant-garde & Stylish



BRAND PILLARS

*A stylish
dress code*

*A seasonal
campaign*

*An invitation
to the front row*

HOTELS



10

Open



10

Pipeline

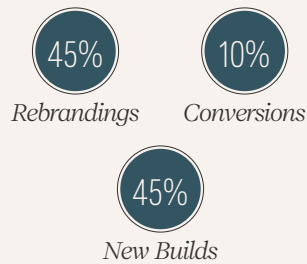
OPEN KEYS

1454

CURRENT REGIONS

ASIA PACIFIC
EUROPE

EXISTING DEVELOPMENT



LEISURE / BUSINESS TRAVELLERS

77%/23%

GUEST SATISFACTION RATING

94%

200

Average Number of Rooms

40-45sqm

Average Room Size

100-140sqm

Total Gross Floor Area

MUST-HAVES

All day dining option

2x bars

Signature restaurant

Spa/gym

Retail Suites

Meeting spaces in cities

Pool at resorts

NICE-TO-HAVES

Ballroom

Kids club

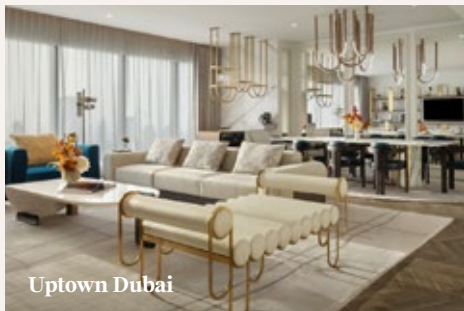
Rooftop bar

Terrace

COMING SOON

Dubai / Jeddah

FLAGSHIPS



Uptown Dubai



Paris



Maldives



LIFESTYLE COLLECTIVE