

# SO/ MALDIVES

## ISLAND COUTURE LANDS IN SOUTH ASIA WITH THE OPENING OF SO/ MALDIVES

*Nestled in an idyllic archipelago overlooking Emboodhoo Lagoon, this new all-villa destination is just a short boat trip from Malé International airport*



**(Maldives) January 17, 2024** - Reinventing the luxury island getaway, [SO/](#), the coveted collection of fashion-forward hotels from [Ennismore](#), unveils trend-setting and avant-garde living in the Maldives with the opening of its latest address, [SO/ Maldives](#) – a vibrant private-island destination rooted in fashion, art and design.

A swift, 15-minute speedboat transfer from Malé Velana International Airport is all it takes for guests to be whisked away to SO/ Maldives' luxurious, 15-acre enclave where overwater and beachfront villas, distinctive dining experiences, and a wellness camp – all lapped by the turquoise waters of Emboodhoo Lagoon – await. As soon as guests reach SO/ Maldives they are welcomed in a beautiful Arrival Pavilion and met with a red carpet-worthy arrival experience.

### **RUNWAY-WORTHY VILLAS**

SO/ Maldives has curated a stylish collection of 80 beachfront and overwater villas that epitomize modern luxury and command attention with their avant-garde design. Spanning one to three bedrooms and eight categories, the villas are designed for open plan living, each with a private pool and deck from which

guests can enjoy ocean views. From the 120 sqm. Lagoon Water Pool Villa Collection and the 410sqm. Three-Bedroom Ocean Water Pool Atelier, to the 238 sqm Family Beach Pool Villa with Capsule, which features adjoining “sleep pods” for younger travelers and multi-generational groups, each villa is a cocoon of sartorial luxury that comes with [Maison CODAGE](#) toiletries, which employ sustainably-sourced vegan ingredients; plush robes and slippers; and individualized concierge service.

### **FEASTS FOR THE SENSES**

SO/ Maldives delivers innovative and diverse restaurant and bar experiences. **The Citronelle Club** is an all-day dining destination where flavors are woven into a menu of Pan-Asian cuisine while the French, Riviera-inspired **Lazuli Beach Club** is a sophisticated day-to-night beach bar where guests can enjoy sunbathing around the multicolored mosaic pool. The menu features creative and healthy Mediterranean fare, including a *Prosciutto di Parm pizza with olives, wild arugula, parmigiano Reggiano and stracciatella*, while vibrant cocktails are waiting to be sipped alongside tunes by visiting DJs in the evenings. Located in the hotel’s stunning Arrival Pavilion, **Hadaba** celebrates the atmosphere and flavors of Arabian nights with Levantine slow-cooked dishes and smoked delicacies, such as *Saltbush Lamb Cutlets with glazed eggplant, za’atar and toum* and *Maldivian Lobster with Aleppo pepper, garlic butter and finger lime*. Guests can also enjoy private in-villa dining or head outside of the resort to sample an assortment of destination food and beverage options.

### **A WORLD OF WELLNESS**

The property’s **Wellness Camp** is an East-meets-West concept that offers unlimited access to fitness and relaxation in an unparalleled setting. A restorative spa menu curated alongside Salon C. Stellar, featuring Maison CODAGE, Comfort Zone and Odacité products to name a few, offers a nutritive approach to wellness with tailor-made care no matter the treatment. This includes LED and quartz beds for cutting-edge relaxation, ancient wisdom, and maximum personalization to meet guests’ every need. From “The Best Facial” whose fans already include Lily Allen and *White Lotus* star Will Sharpe, to the 75-minute “Astro Facial” which is tailored to an individual’s moon sign, each treatment employs carefully selected ingredients, advanced technology and is exquisitely crafted to meet the guests’ desired result.

The facilities also include steam and sauna rooms, a Vichy Rainforest Shower, and a revitalizing vitality pool. The state-of-the-art gym showcases the latest Technogym and Alo equipment, offering sweeping views of the cyanic waters. Guests can participate in scheduled complimentary classes such as yoga, meditation, sound healing, and personalized training sessions.

### **WATER ADVENTURES & EXCURSIONS**

An array of paid and complimentary water-based adventures including kayaking, parasailing, snorkeling, jet ski, stand-up paddleboarding, and offsite excursions are available to further enhance travelers’ experience of the island. Guests can learn how to scuba dive, or for experienced divers, there is a wide selection of curated dives that can be arranged daily including turtle expeditions, outer reef explorations and traditional Maldivian fishing excursions. Other lessons available for purchase are windsurfing, kitesurfing, catamaran courses, parasailing, surfing, hydro flight rentals and more. Private boats and yachts are also available for guests to charter for private exploration by the hour or the day.

### **FRIENDS, FAMILIES WELCOME**

Younger guests can enjoy a wide selection of activities and areas customized to their ages and needs – whether it’s making new friends at The Zone (Teen’s Club for ages 12-16) or The Nest (Kids Club for ages 4-11), which are both fully equipped with toys, games and activities, or enjoying the myriad of family-forward programming such as beach volleyball, bocce ball, soccer, watersports and more. Babysitting for children under 4 years of age is available at an extra cost.

### **ISLAND TAKEOVER**

From dawn to dusk, SO/ Maldives stands as the idyllic backdrop for glamorous events. With oceanfront venues ranging from the show-stopping Arrival Pavilion, Lazuli Beach Club and Hadaba, to the two- and three-bedroom villas and the possibility of island privatization, an array of areas set the stage for various occasions.

## **OPENING OFFERS**

Guests can experience the allure of SO/ Maldives with an exclusive [The Castaway Escape](#) opening offer where they can enjoy room rates starting from \$750+ per night.

For those seeking an exceptionally sweet opening offer, Dis-loyalty, Ennismore's innovative travel and food membership, presents a remarkable 50% discount on all accommodations at SO/ Maldives. This exclusive deal is available for bookings made via the [Dis-loyalty website](#) on stays through 30th April 2024.

For more information or to book, visit <https://so-hotels.com/en/maldives/>

## **IMAGE SELECTION [HERE](#)**

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### **ABOUT SO/**

SO/ is a collection of luxury hotels and resorts inspired by fashion and design. 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, Paris, and most recently Uptown Dubai (opened September 2023). Exciting expansion plans will see the brand continue to spread its bold footprint globally, with SO/ Maldives to open in January 2024. 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.

### **ABOUT CROSSROADS MALDIVES**

Crafted from tales of the past, and designed to inspire the present, CROSSROADS Maldives is the next chapter in the story of one of the world's most amazing destinations. Developed by S Hotels & Resorts, the hospitality arm of Singha Estate, this integrated multi-island lifestyle destination currently consists of three distinct resorts – SAii Lagoon Maldives, Curio Collection by Hilton, and Hard Rock Hotel Maldives – which are connected by The Marina @ CROSSROADS, and 800-meter beach walk and lifestyle precinct overlooking the Emboodhoo Lagoon, just 15 minutes from Male's Velana International Airport. The third resort, SO/ Maldives, is owned by S Hotels & Resorts in a joint venture with Wai Eco World Developer (WEWD), a leading business and real estate conglomerate.