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Sofitel brings French luxury and sophistication to Singapore

Sofitel Luxury Hotels has announced the latest addition to its luxury network in Asia, with the signing of Sofitel So Singapore, the world's third Sofitel So label hotel.

Established and well-respected in the industry, Sofitel's designer, 'boutique hotel' label, Sofitel So, epitomizes stylish modern living. Known for its trendy and contemporary vibe, it is the perfect representation of what Singapore is today.

"We are proud and excited to have our first Sofitel Luxury Hotels footprint in Singapore with Royal Group" stated Markland Blaiklock, Senior Vice President of Sofitel Asia Pacific. "The 35 Robinson Road building with its iconic façade is an ideal place to showcase Sofitel So, the label that brings together the essence of design and city soul."

"Designed for a lifestyle in this dynamic city, we introduce a playful twist of the cutting-edge interior design concept enhanced with the latest technology that answers to the cosmopolitan lifestyle. With the exceptional Sofitel French hospitality, we are creating a unique address of Sofitel So Singapore for this vibrant city and the world," added Blaiklock.

Sofitel So Singapore will have 134 guestrooms including 23 suites and is owned by Royal Group Holdings, a Singapore-based organisation that focuses on the development of hospitality projects at unique locations with historical relevance. The development at 35 Robinson Road will commence next month, while Sofitel So Singapore is schedule to open in the first quarter of 2013.