

## WORLD CLASS HOTELS & FRENCH ELEGANCE

Sofitel Luxury Hotel's ambition is to become the premier French, and European, ambassador of international hospitality – an industry currently led by American and Asian groups. With this goal in mind, Sofitel relentlessly and passionately pursues its standards of luxury.

In a daring and audacious move, Sofitel announced a new vision for the brand at the end of 2007. The new vision for Sofitel would build on its existing values by differentiating and redefining its standards to launch itself into the luxury market. The re-launch of the brand included a new visual identity. A modern geometric style, the 'O' of Sofitel symbolically represent the unity created as host and traveler are brought together.

The new group DNA is the creation of luxury hotels that are different and non-standardized, cleverly blending the brand's French origins such as elegance, savoir-faire and the art of "recevoir" with the best of local culture from each country. This delicate balance of the French touch and local customs is brought to the forefront of each property, illustrated in interior design, restaurant menus, attentive staff service and personal welcome in accordance with local customs.

Sofitel Luxury Hotels has arrived. Accompanying Sofitel on its first steps into the luxury hotel market is the "Life is Magnifique" advertising campaign by British photographer Tom Walker. The new advertising campaign illustrates the Sofitel experience by allowing free rein of the imagination, alluring the viewer to interpret for themselves the images of pleasure, charm, luxury, gourmand, elegance, femininity, comfort, softness and space – all in a French sophistication.

Another major step and priority for the brand was to create a consistent network of properties. As a result, approximately 50 properties were released from the Sofitel network while 130 Sofitel Luxury Hotels remained worldwide in 2009. In addition to restructuring the brand portfolio, Sofitel announced an ambitious renovation program (around 20 renovation plans of varying size and importance) to bring every remaining Sofitel establishment up to the same level of excellence, which now sets the exacting brand standard. The renovations are scheduled for completion by 2012. Today, the Sofitel network in Europe is perfectly homogeneous.

Already present in major international centres such as London, New York, Peking, Paris, Cairo, Bangkok, Berlin, Buenos Aires, Brussels, Chicago, Washington, Los Angeles, Shanghai (and soon Dubai), and in some of the most desirable tourist destinations such as Bora Bora (French Polynesia), Fez and Marrakech (Morocco), Rio de Janeiro, Hanoi (Vietnam), Cartagena (Columbia), Angkor (Cambodia), Luxor and Aswan (Egypt) the brand continues to develop – most notably in Asia and the Middle East.



Sofitel Luxury Hotels offer travelers resolutely different hotels, complimented with a unique French touch and individual local traits:

- French-inspired rituals including the selection of breads, pastries, cheeses, Champagnes and wines. Hotel menus include a selection of the finest French products while incorporating local produce and flavors.
- Fundamental French elements add to the ambiance of the hotel: A simple “Bonjour” upon check-in regardless of country, restyled uniforms, Sofitel’s exclusive MyBed™ concept (SoBed at North American properties), stylish music changing with the time of day, original fragrances, elegant floral displays and candles in the lobby and bars.
- A personalized service placed at the heart of the guest experience – a service based on warm hospitality and personal touch.

As part of its new position in the luxury hospitality market, the brand has launched new concepts and notably for the well-being with So SPA unveiled in London (United Kingdom) and Marseille (France) in 2009.

Sofitel Luxury Hotels has called on some of the biggest names in architecture and design including: Jean-Paul Viguier for Sofitel Chicago Water Tower; Jacques Grange for Hotel Paris Le Scribe; Pierre-Yves Rochon for Sofitel London St James and Sofitel Cairo El Gezira; the American firm of Yabu Pushelberg for Sofitel Los Angeles; Philippe Capron for Sofitel Luxembourg Grand Ducal; and many others.

Most recently, Sofitel signed interior designers Antoine Pinto and Patrick Norguet to give a fresh look to the Crystal Lounge at the newly renovated Sofitel Brussels Le Louise and the brasserie Silk at Sofitel Lyon Bellecour.

Lastly, French architect Jean Nouvel developed the first Sofitel in Vienna, Austria, which will open in 2010. The Franco-Moroccan team of Didier Gomez and Karim Chakor has redesigned the Sofitel Rabat Jardin des Roses, and Sybille de Margerie is part of the team renovating the revered Sofitel Old Cataract in Aswan, the Sofitel The Grand Amsterdam and Sofitel Palais Jamaï in Morocco (three coming Sofitel Legend addresses).

Well underway for several months, this ambitious project – which also includes extensive staff training – will take some time. With more than half of the network already compliant with the new brand standards, Sofitel Luxury Hotels continues its challenge: World Class Hotels & French Elegance.

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