



Sofitel, a product, a universe

A warm and generous welcome

Sofitel's additional and main aim is to exceed its clients' expectations, meet their demands, and indulge their preferences: **hospitality and service** are therefore the brand's major priorities.

The quality of the welcome that guests receive at Sofitel hotels is based on the values of generosity and reactivity. Sofitel employees are always looking to satisfy and anticipate their clients' needs.. A smile, availability and efficiency are the main qualities shared by all Sofitel teams.

Furthermore, Sofitel has been widely recognized by the international confederation of hotel concierges, indeed the brand boasts **many concierges who have been awarded the Clés d'Or** in several of its hotels throughout the world (in Germany, Canada, USA, France, United Kingdom, etc)

A product with a sense of identity

Whether they are looking for a legendary or audacious modern hotel, nostalgia or modernity, mystery or sensuality, Sofitel offers its clients a whole range of traditional and modern cultures, always adapted to the demands of a truly contemporary lifestyle.

Sofitel showcases the personality of a hotel by paying minute attention to the decor and, most importantly, to the atmosphere that makes it unique.

Sofitel has introduced a **Library** concept which reflects its openness to the world, and its heritage in French culture and literary tradition. The Library aims to provide a space for peace and culture. Choosing a book represents a brief moment of silence amidst the hustle and bustle of the modern world.

Sofitel provides its clients with newspapers, magazines and literature in a number of languages set around a theme which is specific to each hotel, for example English gardens at the Sofitel St James London, Argentine history and art at the Sofitel Buenos Aires, the history of the Mediterranean at the Sofitel Palm Beach Marseille, and Hungarian history and crystal art in Budapest.

The Sofitel client is a connoisseur, he or she is curious, hedonistic and open to all world cultures. All Sofitel hotels **exhibit original artistic works**: this includes the usual paintings, photographs and sculptures, but also furniture, tapestries and objects which have been specially chosen to evoke and celebrate the geographical location and the history of the hotel. The lobby at the Sofitel Montréal has been designed like an art gallery, displaying giant canvasses and abstract tapestries. The Sofitel Chicago Water Tower has an exceptional collection of contemporary designs and the Sofitel Palm Beach Marseille offers astonishing contemporary works, including a wall hanging, featuring a quotation from Albert Londres in homage to Marseille.

Moreover, Sofitel surrounds itself with **great floral designers** to freely explore the art of the bouquet, a harmony of simplicity, mixing nature with sophistication.

Calm, bright and versatile rooms

>>> *The rooms and suites: a home from home for travelers*

Sofitel rooms aim, above all, to be versatile and offer comfort and elegance for those seeking to relax and space and light for business travelers. Whether the hotel's style and identity call for an abundance of furniture, drapes and tapestries, or a sophisticated minimalist look with a few select objects from diverse world cultures, Sofitel rooms are a little oasis of freedom, designed to awake all 5 senses:

- Sound: sound-proofing, acoustic comfort.
- Sight: original decoration, warm tones.
- Smell: non-smoking rooms, the scent of freshly laundered linen, Roger&Gallet products
- Taste: room-service, welcome cocktail.
- Touch: the softness of the bed linen, the quality of the materials, the welcome products.

The numerous light fittings allow for a great modularity of light and guests are free to choose how bright they want the room to be, depending on whether they need to work or want to relax. The use of space and the ergonomics of the furniture also add to this multi-functionality and symbolize Sofitel's desire to promote practicality, ease and reliability. Everything is designed so the traveler can readily make the space his or her own.

Guests are free to settle in at leisure, run a bath perfumed with exclusive fragrances from Roger&Gallet and wrap themselves in an immaculate, soft bathrobe. Everything has been designed so that travelers can fully savor the calm and intimacy of the environment, as if it were their second home.

>>> *MyBed: peaceful sleep guaranteed*

Sofitel has turned its back on old-fashioned staples like the blanket and the low mattress, and has instead introduced a new concept in bedding, ensuring you will sleep like a baby. The secret behind MyBed's success is the unity of elements designed as a whole to provide an incomparable nights sleep, a unique sensation:

The Bed Base: A thick layer of high density foam provides even support.

The Mattress: High quality mattress exclusively created by Epéda. The structure guarantees excellent absorption of movement and the intelligent distribution of springs, with a higher density in areas which bear a greater load, ensures balanced support.

The Over Mattress: One of the most significant MyBed innovations. The generous feather/down filling gives immeasurable comfort, whilst offering a perfect combination of softness and support, whatever your body type.

The Quilt: The lightest model, filled with 200g of down per m2 and with perfect distribution guaranteed by square stitching.

4 pillows: Unusual format and weight – down-filled for maximum comfort.

The feather, synonymous with supreme softness, has undergone a complete anti-allergen and anti-acarid treatment. The over mattress, the ultra-light quilt and the pillows are all filled with a carefully calculated mixture of natural feathers and down, which has been specially treated and is recognized as being less allergenic than synthetic fillings. **The Sofitel MyBed concept invites the traveler to experience a completely new soft and gentle night-time sensation, ensuring you'll sleep like a baby.**

>>> Not just a bath room but a bask room

Sofitel places maximum importance on its bathrooms. Conceived as a separate living area, the bathrooms are decorated in harmony with the room, with the same commitment to comfort, practicality and intimacy. More than just a bath room, Sofitel offers its guests a bask room.

Sofitel bathrooms are equipped with a complete range of Roger&Gallet products, an unrivalled collection of welcome products derived from the legendary signature cologne. Bask in the fragrant aromas of neroli, rosemary, lemon, bergamot and sandal wood.

>>> For Sofitel addicts: www.soboutique.com

The only problem with *MyBed*, is that once you have tried it, you can never go back. To satisfy the *addicts*, Sofitel is offering the products in its on-line boutique SoBoutique (www.soboutique.com) or via the SoBoutique catalog which can be found in Sofitel rooms.

SoBoutique comes as part of the current international trend for making hotels the new point of reference when it comes to interior design. Sofitel hotels are famous throughout the world for their inventive design and refined comfort. SoBoutique offer you a range of chic, glamorous accessories, which reflect the elegance of the brand and which have been designed for those who want to continue to live the Sofitel experience in their own homes. SoBoutique loves contrasts: throughout the pages of its catalog, contemporary designs mix classicism and impertinence, softness and intensity.

For the pleasure of its clients, Sofitel has selected its favorite items from its hotels around the world; contemporary, audacious creations by famous designers. This collection is dedicated to the adventurer in us all, to the thirst for discovery which leads us to quest for beauty and passion in our lives and our souls.