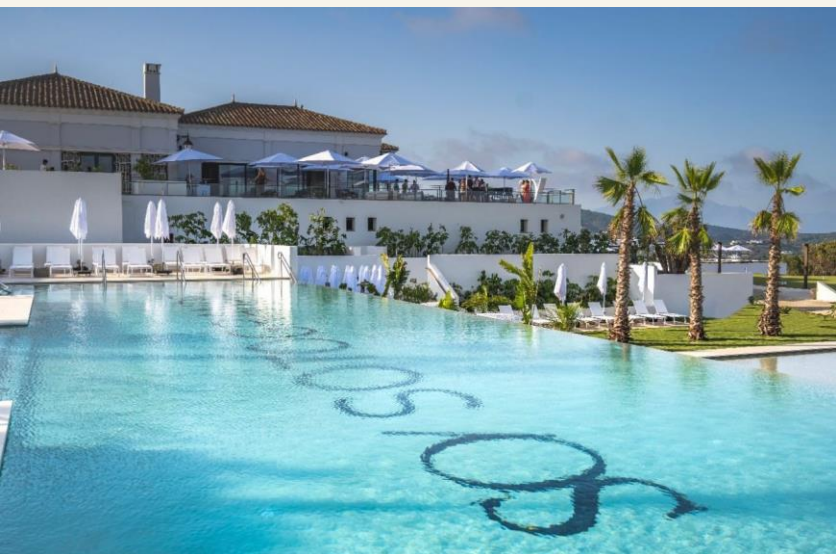


SO/ UPTOWN DUBAI

THE 5-STAR LUXURY DESTINATION TO KNOW



BRAND INTRODUCTION/



SO/ IS A COVETED COLLECTION OF HOTELS

Rooted in the worlds of fashion



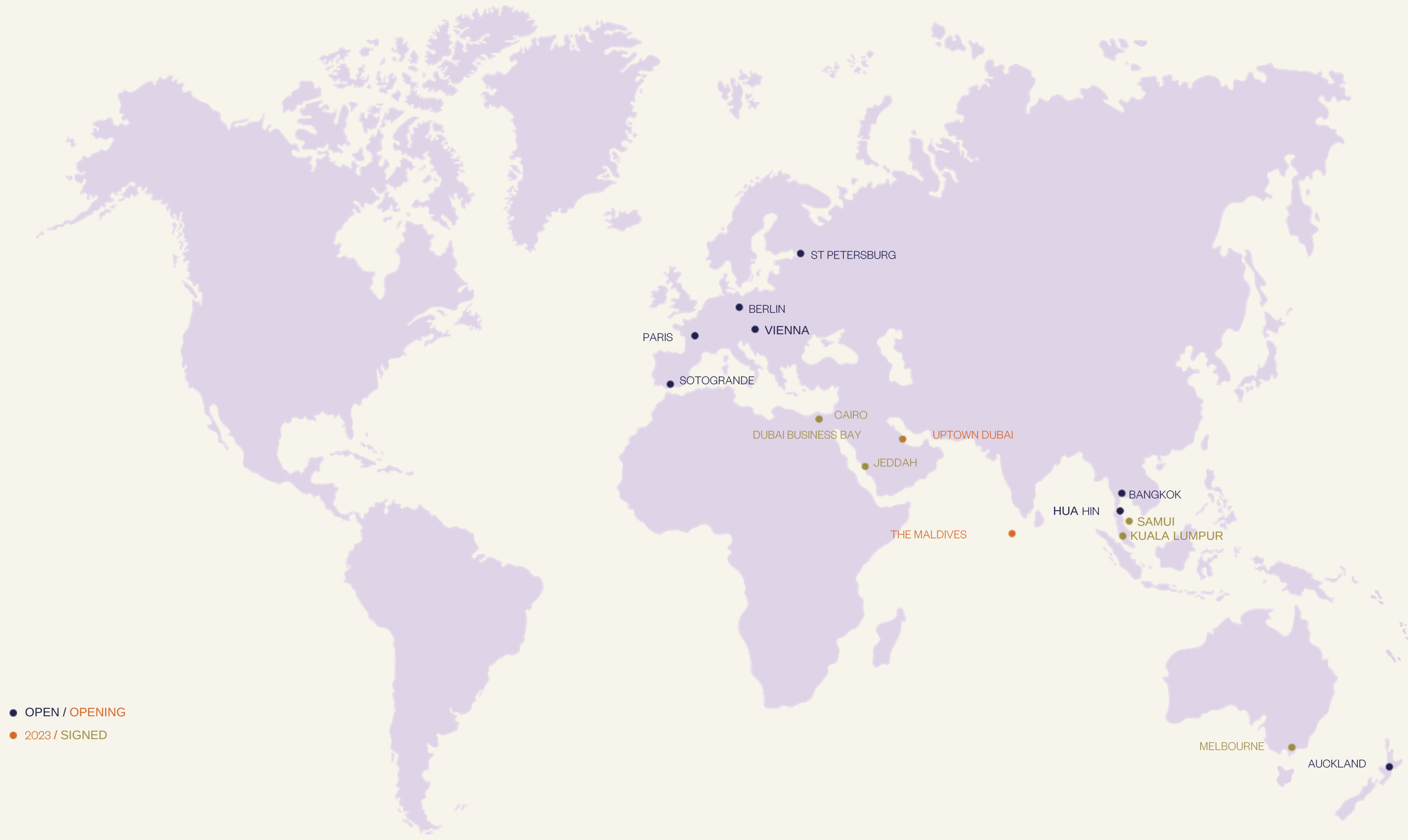
Making its stylish debut on the global hotel scene in 2011, SO/ continues to command attention with its avant-garde design and creative approach to the world of luxury.

SO/ collaborated with some of the world's most celebrated designers, including Guillaume Henry, Christian Lacroix and Viktor&Rolf in order 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 and most recently Paris.

Exciting expansion plans will see the brand continue to spread its bold footprint globally, with SO/ Maldives set to open in November 2023.. 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



OUR HOTELS/



- OPEN / OPENING
- 2023 / SIGNED

A BRAND EVOLUTION/



FASHION COLLABORATIONS/

Each SO/ hotel reflects its destination's sense of style

Designer collaborations authentically connect us to the fashion industry. Every SO/ hotel will have their own established or emerging fashion designer or brand associated to the project.

From the clean lines of tailoring in Paris to the colorful embellishments of Bangkok, each SO/ is inspired by the fashion icons, muses, brands and houses that have shaped the city or country.



Viktor & Rolf, SO/
Berlin



Christian Lacroix, SO/
Bangkok



Staff uniform sketches
by
Guillaume Henry for
SO/ Paris.





SO/ GUEST EXPERIENCE/

Our fashion designer partnerships will ensure our guests get to use, experience and take home the collaborations.

IN-ROOM AMENITIES

Unique dressing gowns and slippers for the guests to use.



RETAIL COLLECTION

Sleepwear, travel accessories and a curated line available to buy.



STORYTELLING

Our designers will support press and social launch activations



INTERIOR DESIGN

Opportunities to concept VIP bedrooms and suites.



A STYLISH DEBUT/

Making its stylish debut within Dubai's up-and-coming new smart district, SO/Uptown Dubai brings a slice of avant-garde living, unique identity, and design narrative to DMCC's Uptown Dubai district with luxurious, sartorial guestrooms, distinctive dining experiences and breathtaking views of the city's skyline.

SO/ UPTOWN DUBAI THE 5* LUXURY DESTINATION TO KNOW



A five-star urban resort with a rebellious twist, SO/ Uptown Dubai represents an avant-garde world of visionary design and covetable style, tied closely to art and fashion. Partnerships and ongoing programming will connect SO/ Uptown Dubai with the wider fashion industry, as it supports and hosts existing and emerging talent. The hotel features 188 design-led rooms and statement suites, which merge a fashion-forward outlook with indulgent elements.



A NEW LANDMARK/



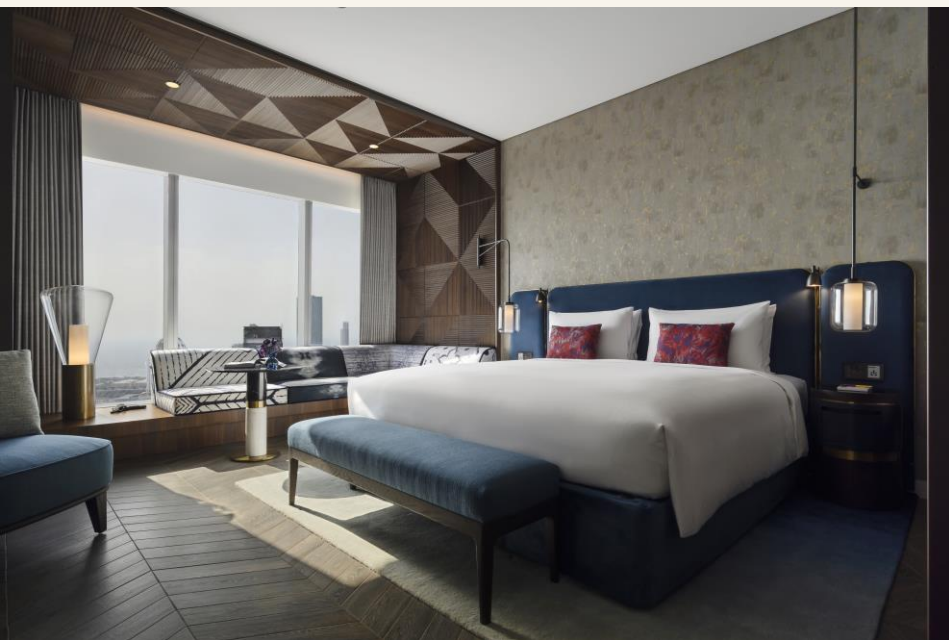
You couldn't ask for a more prominent address. SO/ Uptown Dubai is situated within Uptown Tower, the 81-storey landmark skyscraper sitting at the epicentre of the newly launched Uptown Dubai neighbourhood. Housed within one of the tallest hotel and residences complexes in the region, SO/ Uptown Dubai has a breathtaking and totally singular vantage point of Dubai.



An exciting new redevelopment master planned by Wimberly Allison Ton & Goo Architecture, Uptown Dubai is a dynamic 24-hour neighborhood featuring world-class F&B experiences, unique high-end retail, international business offices and a central entertainment plaza.

Designed by internationally renowned architects Adrian Smith and Gordon Gill, who are behind some of the world's most iconic buildings, Uptown Tower presents a 340-metre-high architectural marvel epitomizing the notion of premium commercial, leisure, and residential offering





1.

DESIGN-LED ROOMS & STATEMENT SUITES

The hotel features 188 design-led rooms and statement suites, which merge a fashion-forward outlook with indulgent elements.



2.

PARTNERSHIPS & PROGRAMMING

Ongoing partnerships and programming connect SO/ Uptown Dubai with the wider fashion industry.

SO/ UPTOWN DUBAI REPRESENTS AN AVANT-GARDE WORLD OF VISIONARY DESIGN AND COVETABLE STYLE, TIED CLOSELY WITH FASHION AND ART.



3.

DINING, EVENTS & ENTERTAINMENT

Alive day and night, SO/ Uptown Dubai is the go-to address for dining and entertainment with five exciting in-house concepts that pay homage to the hotel's chic DNA.



4.

EXCLUSIVE FACILITIES

SO/ Uptown Dubai offers its guests the ideal interlude from city life with the Uptown Spa by SO/, developed and run in partnership with the finest French luxury in all-natural skincare, Anne Semonin Paris.

ROOMS & SUITES



A five-star urban resort with a rebellious twist, SO/ Uptown Dubai represents an avant-garde world of visionary design and covetable style, tied closely to art and fashion.



ROOMS OVERVIEW:

- 34 Collection King Rooms
- 52 Studio Rooms with Marina views
- 60 Studio Rooms with Island views
- 34 Atelier Suites
- 6 Lofts
- 2 VIP Suites



STAY IN



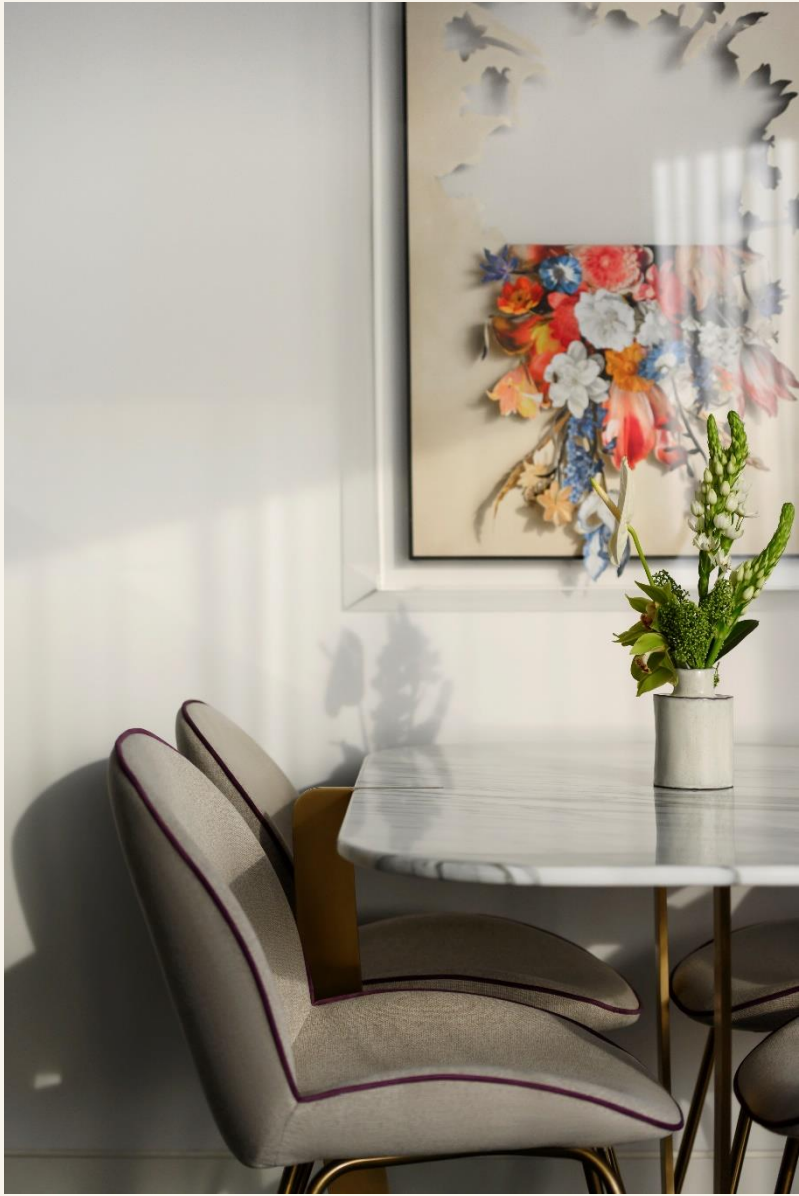
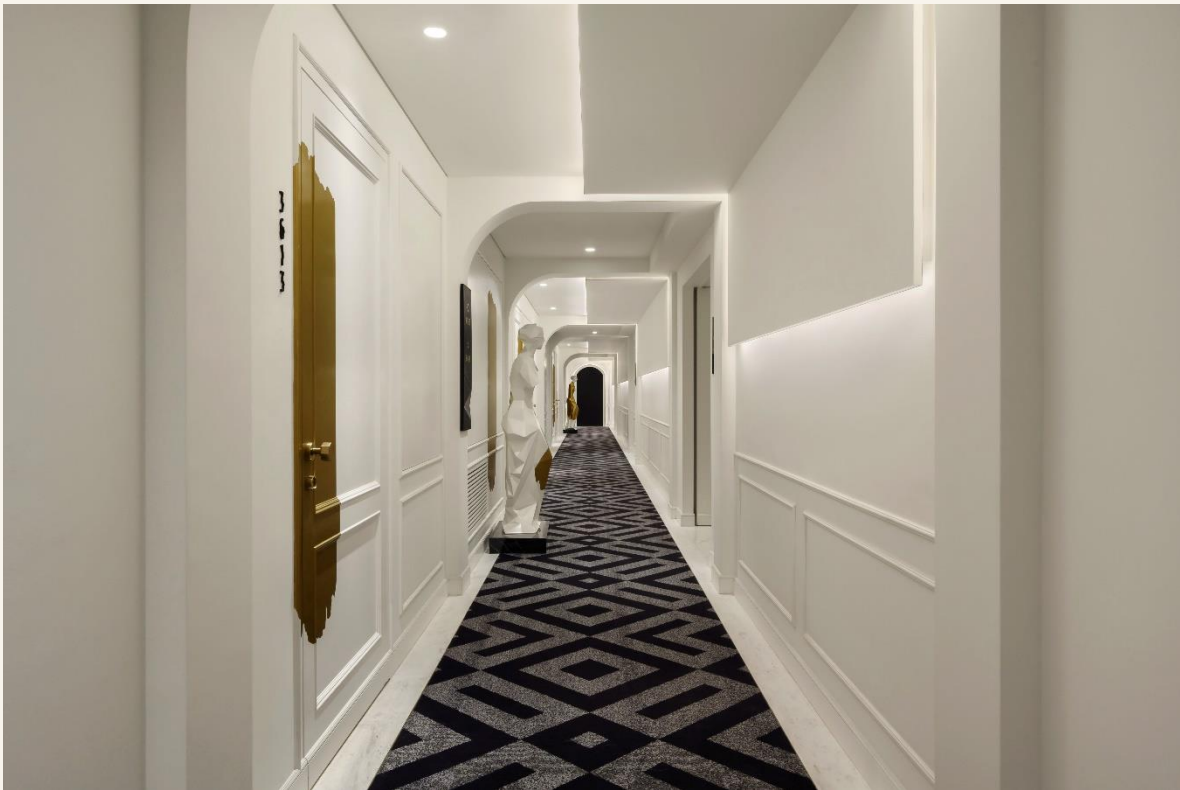
COVETABLE STYLE/



Marble bathrooms, rich fabrics, and dark wood finishes are accentuated with eclectic pops of colour and bold graphics, curating a lifestyle imbued with luxurious touches and creative expression. High ceilings and innovative design details play with natural light to create voluminous, open spaces, while panoramic views over the city, Ain Dubai and the sapphire waters of the Arabian Gulf offer a timeless backdrop to the hotel's contemporary design.



TO TRAVEL/



DINNING & ENTERTAINMENT/

Alive day and night, SO/ Uptown Dubai is the go-to address for dining and entertainment with five exciting in-house concepts that pay homage to the hotel's chic DNA.

From the effortless appeal of Uptown Brasserie, and irresistible Asian fusion cuisine at The Citronelle Club, to Savant Mixology Bar's scenic views, Celeste's entertainment-led dining experiences and the laid-back ambience of Lazuli, the hotel's signature pool bar, SO/ Uptown Dubai is a vibrant destination within itself.



The Citronelle Club boasts a character of exquisite blend of Asian culinary traditions, intertwined with French flair to create a bold epicurean heritage that has evolved into its distinct identity.



Expect bold flavours from regions in South East Asia and China with a French twist, a sensory story created to offer guests a truly unique and interactive dining experience.



The Citronelle Club embraces premium sharing-style dining, a reflection of the deeply rooted cultural values of China. Every aspect of the menu and the dining experience has been carefully crafted to foster connection, conversation, and an unforgettable culinary journey.



THE CITRONELLE CLUB

Dinner
6pm - 12am
Last order 11:30pm

Contact Details:
+971 504210753 / +971 48208753
so.uptown.Citronelle@so-hotels.com



An upscale Mediterranean à la carte brasserie, presenting a refined dining experience for breakfast, lunch, and dinner. With a selection of fine ingredients in every dish, complemented by impeccable service that ensures an unforgettable dining experience.



A tasteful centrepiece to the space, eight bar seats allow guests to be close to the action and Uptown Brasserie's highly trained mixologists. Along with an encompassing wine, beer, spirits, and soft offering, the restaurant specialises in cocktails and mocktails.



Breakfast: Monday to Friday
7am - 10:30am
(Last Food Order 10:15am)
Saturday, Sunday, Public Holidays
7am - 11am
(Last Food Order 10:45am)

Lunch
12am – 3pm

Dinner
6pm - 11pm
(Last Order 10:30pm)



BRASSERIE UPTOWN

Contact Details:
+971 504210579 / +971 48208750
so.uptown.brasserie@so-hotels.com



Inspired by the enigmatic Savant syndrome – a condition in which individuals exhibit exceptional abilities in areas such as mathematics, music, art, and memory – the bar pays homage to creativity and extraordinary ability with a slick design, curated cocktails, and a light bites menu.

An upscale mixology bar exuding sophistication, dedicated to delivering a premium drinking experience.

The 66-cover lobby lounge and bar has a sophisticated vibe, transforming from an elevated casual day spot to a premium drinking experience by night.

17 bar seats allow guests to be close to the action, where highly trained mixologists serve cocktails named after skilled professionals and inspired by the complexities of Savant syndrome including The Accountant, The Cartographer and The Painter.



savant⁶

4pm - 2am
(Last Food Order 12am)
(Last Drink Order 1:30am)

Contact Details:
+971 504052605 / +971 48208755
so.uptown.savant@so-hotels.com



The pool bar serves multi purposes, inviting hotel guests and residents.

By day, the venue is a place to relax in the sunshine with chilled out music and a bohemian mood and in the evening, it transforms into a lively atmosphere with a setting for memorable pool parties.



Inspired by the refraction of light through the surface of water, and the geometry of pool tiles. Mosaic patterns are pulled and twisted to create bold graphic patterns.



Signature poolside bar, where you can unwind throughout the day with a vibrant evening party vibe. Enjoy an array of cocktails and poolside bites.



Lazuli

10am - 7pm
(Last Order 6:30pm)

Contact Details:
+971 504057041 / +971 48208757
so.uptown.lazuli@so-hotels.com



OPENING SOON

Upscale dining, drinking and party venue with global cuisine, live music and a Parisian-Pigalle flavour to the performance.



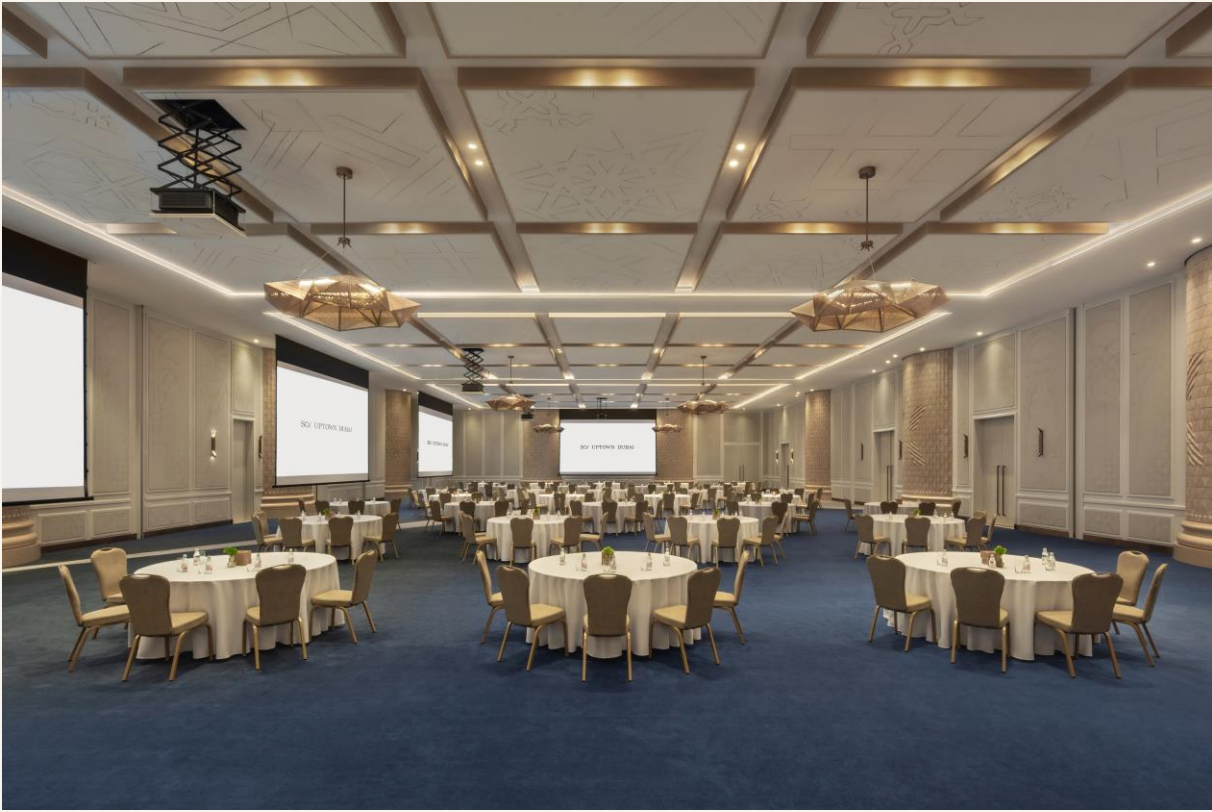
Celeste

MEETINGS & EVENTS/

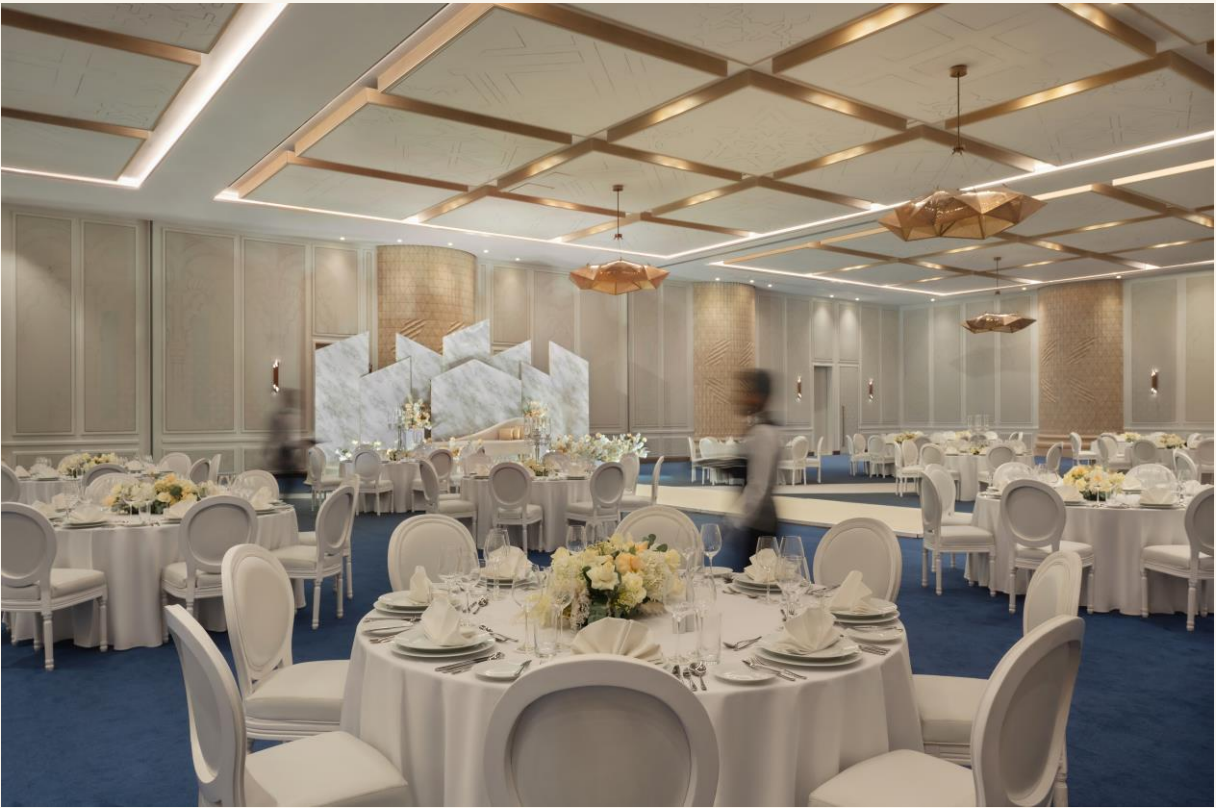
Catering to every aspect of the contemporary urban lifestyle, the hotel houses fully equipped conference and meeting facilities as well as an elegant, full-service ballroom with a 1000-guest capacity, offering the perfect venue for celebrations, gatherings, and events of all sizes in the heart of New Dubai.

EVENT SPACES

THE
BALLROOM/



With a 1000-guest capacity, the full-service Ballroom at SO/ Uptown Dubai is the perfect venue for celebrations and events in the heart of New Dubai.



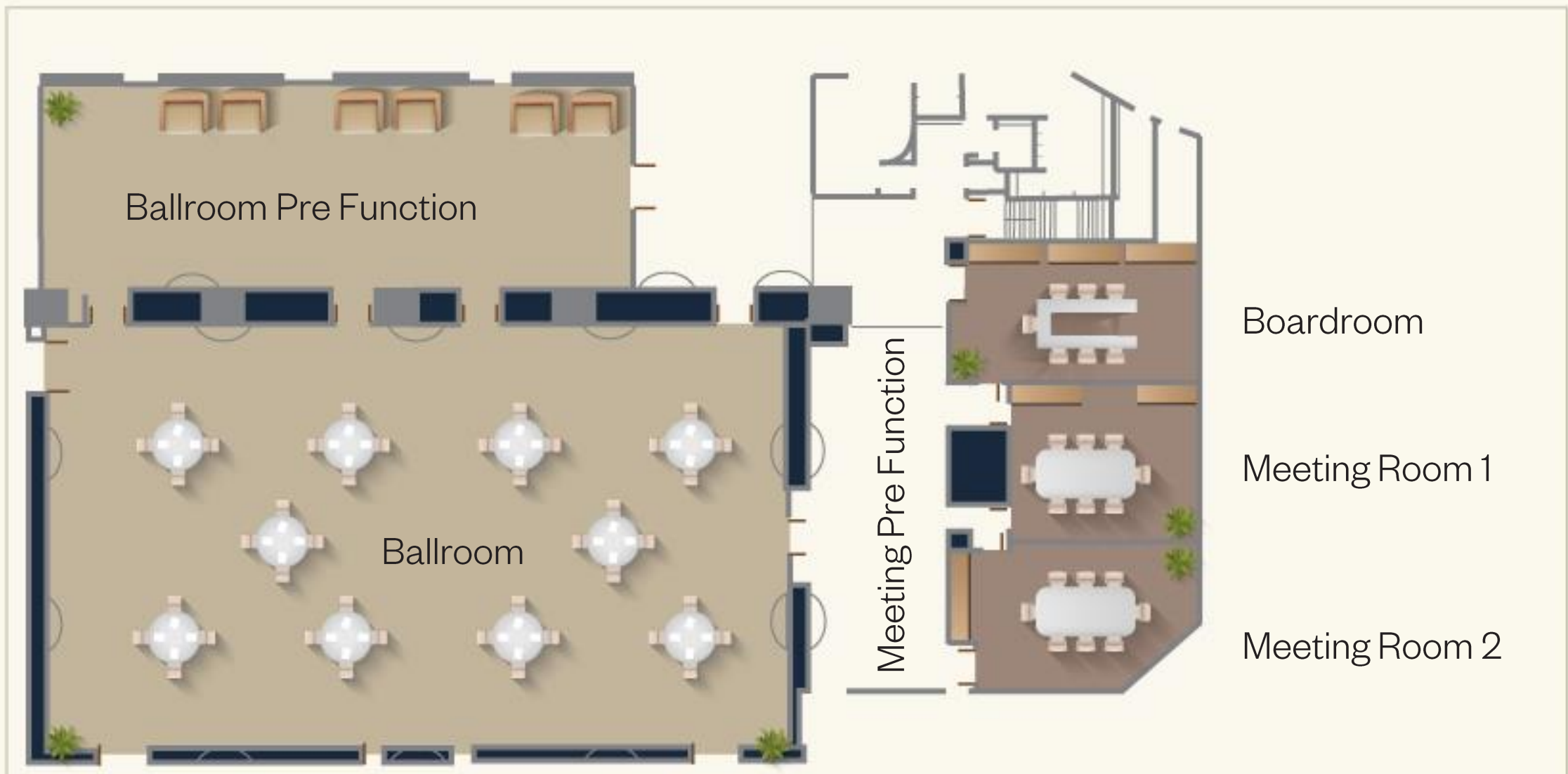
EVENT SPACES

MEETING ROOMS/



Catering to every aspect of the contemporary urban lifestyle, the hotel is home to four fully equipped, state-of-the-art conference rooms and meeting facilities.





Meeting Venues	Area (Sqm.)	Length	Width	Height	Classroom	Theatre	U-Shape	Boardroom	Cabaret 6	Banquet/ Dinner	Cocktail
Ballroom	943	40.5m	23.3m	5.5m	300	1000	75	30	360	600	1050
Ballroom 1	315	13.5m	23.3m	5.5m	150	300	75	30	120	200	350
Ballroom 2	315	13.5m	23.3m	5.5m	150	300	75	30	120	200	350
Ballroom 3	315	13.5m	23.3m	5.5m	150	300	75	30	120	200	350
Ballroom Pre Function	368	32.6m	11.3m	5.5m	150	350	75	n/a	120	300	450
Ballroom 1 + 2	630	27m	23.3m	5.5m	200	600	90	n/a	240	300	700
Ballroom 2 + 3	630	27m	23.3m	5.5m	200	600	90	n/a	240	300	700
Boardroom	106	13.7m	7.5m	2.6m/3.6m	32	60	20	20	18	30	45
Meeting Room 1	92	10.1m	7.80m	2.6m/3.6m	45	64	28	20	36	60	75
Meeting Room 2	101	11.6m	8.7m	2.6m/3.6m	60	70	34	28	48	80	100
Meeting Room Pre Function	191	20.1m	7.52m	5.5m	80	200	57	30	72	100	250
Meeting Room 1 + 2	198	21.7m	15.3	2.6m/3.6m	90	120	48	38	60	80	175

UPTOWN SPA BY SO/

THE SPA BY SO/

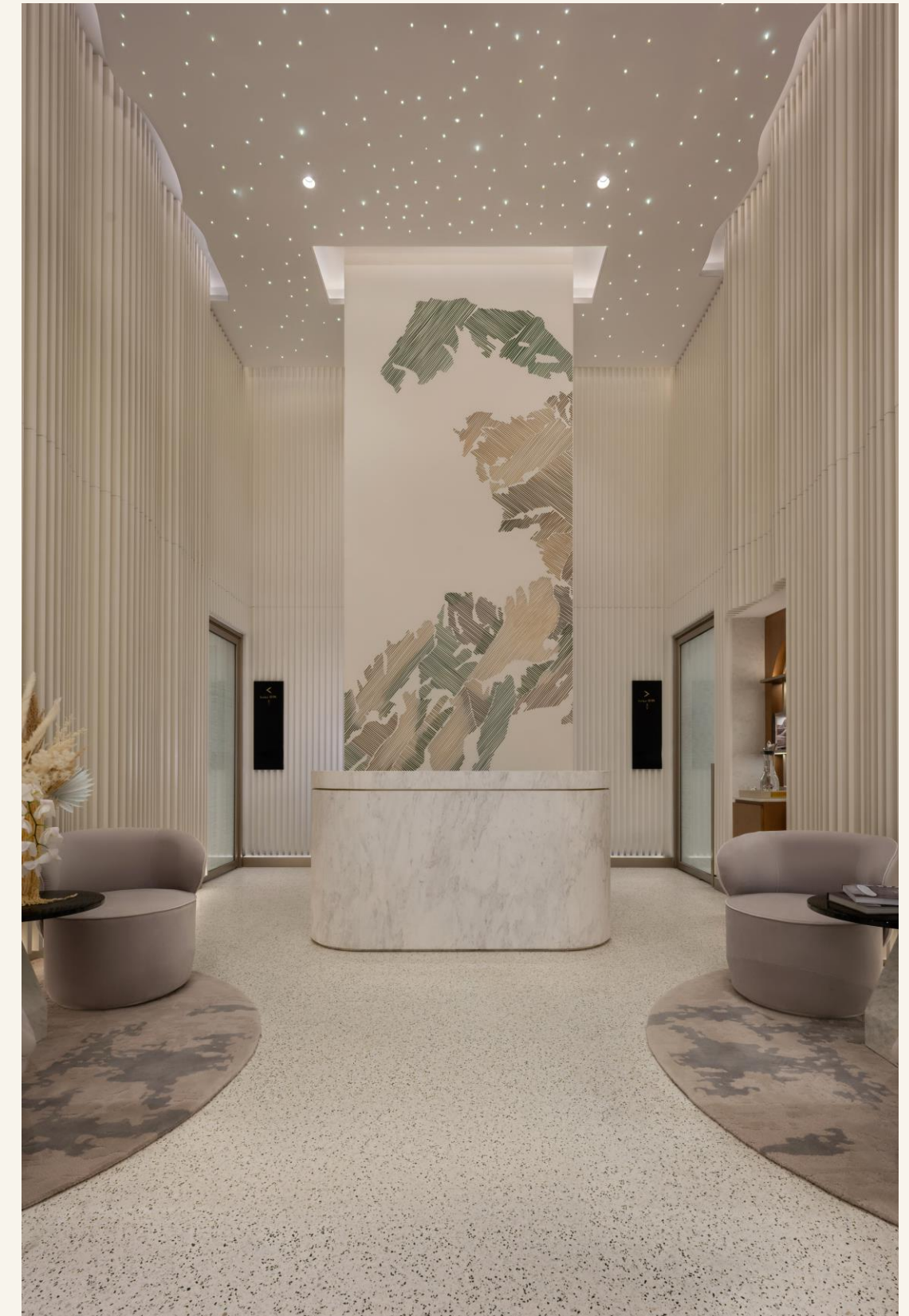
DISCOVER AN URBAN OASIS/



Designed as an urban retreat, with a burst of natural light for an uplifting experience, the Uptown Spa by SO/ features industry-leading wellness treatments that represent a new generation of holistic wellbeing. Guests also have access to a state-of-the-art gym with a bird's eye views of the city and beyond.



Guests also have access to a state-of-the-art gym with a bird's eye views of the city and beyond.





HOW TO GET THERE/

Dubai International Airport
32 minutes by taxi

The Dubai Marina Mall
9 minutes by taxi

Dubai World Central Airport
15 minutes by taxi

The Mall of Emirates
15 minutes by taxi

EXPO
15 minutes by taxi

The Dubai Mall
25 minutes by taxi

Dubai Exhibition Centre
17 minutes by taxi

The Palm Jumeirah
11 minutes by taxi

The Beach, JBR
10 minutes by taxi

Media City
10 minutes by taxi

SO/ UPTOWN DUBAI
Uptown Tower, First Al Khail Street,
Dubai, United Arab Emirates



SO/ UPTOWN DUBAI

FOR THE STYLISH TRAVELLER

GET IN TOUCH

DIRECTOR OF SALES

SCOTT CATLING

SCOTT.CATLING@SO-HOTELS.COM

