

SOFITEL COLLABORATES WITH FRENCH POP DUO “HAUTE” TO REVEAL NEW BRAND SONG

Paris, October 26th 2016 – Sofitel Hotels & Resorts reveals its new artistic collaboration with the French pop electro duo HAUTE. The song “Rêverie” has been written specifically for Sofitel, inspired by the brand’s ability to blend local culture with French *art de vivre*. Guided by its mix of French heritage and US culture, HAUTE created this original track with bespoke lyrics.

“RÊVERIE”: BESPOKE LYRICS AND A SIGNATURE SONG FOR SOFITEL

“Rêverie” by HAUTE, created as the signature song for Sofitel Hotels & Resorts, is a blend of electronic R&B and soulful pop. Both vocal and instrumental versions are available for the hotels to use for a selection of significant moments and touch points: openings, press events, conventions and speeches. Also adapted for on-hold music, advertising and promotional videos, the song has a unique place within the Sofitel universe.

HAUTE, THE FRENCH DUO MIXING ELECTRONIC R&B AND SOULFUL POP

Sofitel and HAUTE are brought together by their mutual passion for travel and the discovery of new cultures and environments. The group’s two members, Anna and Romain, have lived on both sides of the Atlantic and can relate to the wonders associated with travel and authentic luxury, which are embodied by Sofitel.

HAUTE’s diverse cultural background and passion for travel is integrated in “Rêverie” through a sense of multiculturalism in the sonorities of the production of the track, blending their iconic electronic sounds with those from elsewhere. *“Rêverie is about the discovery of new horizons, and sharing these discoveries. The track highlights the inevitable dialogue that occurs between the traveller and the culture of the country in which he travels in,”* said HAUTE. *“We both had the chance to grow on each side of the Atlantic Ocean, we relate to this “Rêverie” and acknowledge the worthiness of meeting the unknown, and discovering magnificent places, cultures and people.”*

Both Anna and Romain were born in France and share a common cultural background, between tradition and family heritage made in France and an adolescence paced with American pop culture – she in California, he in New York. In 2013, they both registered to study music and philosophy at Mc Gill in Montréal and begin to share demos on Facebook. By chance they finally met in Paris, and shortly after bringing their eclectic musical influences together they gave birth to their first tracks, of which “Down” was spotted by the worldwide radio channel Nova.

The name “HAUTE” reflects their roots and a certain idea of greatness and elegance *à la française* whilst staying relevant in an Anglophone sphere.



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About Sofitel:

Sofitel, AccorHotels' authentic luxury brand, blends local culture and French art de vivre to create magnificent moments for international travellers seeking a uniquely elegant experience.

Guests staying at one of Sofitel's 121 addresses will enjoy design, culture, gastronomy and wellness. All over the world, Sofitel promises travelers looking for contemporary accommodation, a skillful blend of local culture and French art de vivre. Each address is distinctive, with its own "cousu-main" service, stylish interior, and inspired and creative gastronomy. The brand's hotels are located in large cities like Paris, London, Berlin, New York, Rio de Janeiro, Dubai, Bangkok, Singapore and Shanghai, or set against wonderful landscapes in destinations like Morocco, Egypt, Thailand and even French Polynesia.

AccorHotels, the world's leading hotel operator, is present in 95 countries with more than 4,000 hotels and 240,000 employees.

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