

## SOFITEL CELEBRATES THE FRENCH ART OF LIVING IN SEOUL WITH THE GRAND OPENING OF SOFITEL AMBASSADOR SEOUL HOTEL & SERVICED RESIDENCES

The French luxury hotel opens as the first global ambassador for French art of living in South Korea



**Seoul, 29 September 2021** - Sofitel Hotels & Resorts, part of the world-leading Accor group, is pleased to announce that Sofitel Ambassador Seoul Hotel & Serviced Residences will open on 30 September 2021. The only property to bring French flair to South Korea, Sofitel Ambassador Seoul is located in the capital city's vibrant area of Jamsil, providing convenient access to shopping and business districts as well as a variety of entertainment. This property is also the first Sofitel-branded hotel and serviced residences complex globally, allowing guests to experience the French art of living in their choice of a luxury hotel room or a full serviced residence.

Sofitel Hotels & Resorts has long been a global ambassador of the French lifestyle, sharing the brand's spirit of *Art de Vivre* (French for "the art of living"). Sophisticated and effortlessly chic, Sofitel delivers extraordinary design, authentic cuisine, as well as spectacular art and cultural experiences wherever the brand operates. The dynamic history and culture of South Korea and France are both integrated into a lavish venue that reinvents the concept of "daily life." Sofitel Ambassador Seoul simultaneously showcases Korean culture and French Art de Vivre, providing hotel and serviced residences destined to become a fashionable destination for discerning luxury travellers.

*"We're delighted to introduce modern French luxury hospitality in Seoul, one of the most sought-after cities in the world. Fifty-five years of the brand heritage land in Seoul with more than 2,000 years of history behind it. Sofitel Ambassador Seoul will cultivate an affluent blending of Korean and French luxury hospitality," said Garth Simmons, Accor Chief*



# S O F I T E L

AMBASSADOR SEOUL  
HOTEL & SERVICED RESIDENCES

*Executive Officer, Southeast Asia, Japan and South Korea. "Sofitel offers modern French luxury with a sense of authenticity, familiarity and wellbeing, and I believe the newly unveiled Sofitel Ambassador Seoul will perfectly embody the vibrant Korean luxury, combining tradition and modernity with a touch of French chic."*

The property's 403 hotel rooms and 160 serviced residences overlook the year-round splendour of Seokchon Lake. Nestled on the 32nd floor, **Club Millésime** provides guests with exclusive luxury and bespoke services, including private check-in, breakfast, all-day snack and evening cocktail.

*Art de Vivre* is on display at Sofitel Ambassador Seoul's four restaurants and the roof bar. Chic bistro **Fait Maison** serves up authentic French cuisine, including a charcuterie station carving up fresh French delicacies. Breakfast is available from the semi-buffet, as well as an à la carte menu, while the bistro's refined services offer signature French dishes, including steak tartare and crème brûlée. Parisian lounge **L'Espace** enchants visitors with Sofitel's signature afternoon tea service, 'Le Goûter', which offers an assortment of French and Korean gourmet fare. Gourmet café **Jardin d'Hiver** will delight taste buds with exquisite baguettes and pastries. This café also boasts a chocolate room that serves up various gourmet chocolates and chocolate beverages. Discover modern Japanese gastronomy at **MIO**, the perfect place to enjoy omakase dining paired with craft sake. While the largest hotel roof bar in Korea, **Latitude32**, serves up stunning views from the 32nd floor along with fantastic cocktails in an ambience of space travel. The bar comprises of three zones; a craft beer area, a wine lounge, and a whiskey & cocktail space, each of which tempts guests with a finely curated selection of adult beverages.

**Sofitel Fitness** includes a gym, a 25m indoor swimming pool, a kiddie pool, and an outdoor whirlpool where visitors can take in views of Seokchon Lake. **Sofitel Spa by Beaute BR** pampers guests with personalised services offered in five lavish treatment rooms, including two couple suites. There are three magnificent venues for business meetings, private events, and weddings: the 300-person **Grand Ballroom Vendôme**, the 100-person **Bastille Room**, and the smaller **Concorde Room** for more intimate gatherings. High-speed internet digital meeting facilities provide the ultimate in video conferencing.

The passion for the French art of living is showcased within hotel programs. Sofitel Ambassador Seoul is a beautiful setting for the candle ritual ceremony delivered by the hotel team wearing modern Hanbok. Inspired by Paris's street lighting ritual which occurs around sunset, the hotel recreates the event into Korean style, allowing the guests to experience a flavour of France.

Sofitel Ambassador Seoul is ideally connected to Jamsil subway station as the circle line, so guests can easily explore Seoul and its surrounding areas such as the 21-km Songpa Trail (Songpa Dulle-gil) providing a natural healing space where one can escape the city by strolling along four waterways that flow on the outskirts of Songpa District. South Korea's tallest structure, the 123-storey Tower, is also within walking distance. Nearby Olympic Park is a 1.45-million-square-meter area home to historical remains, sports facilities, an eco-friendly forest, and large grass fields. Incheon International Airport is approximately an hour drive from the property, while Gimpo International Airport takes about 50 minutes.

*"We are very pleased to introduce the Sofitel brand in Seoul," Min-Sook Cho, the General Manager of Sofitel Ambassador Seoul Hotel & Serviced Residences shared. "Our property will deliver French chic through stunning art & design, exceptional gastronomy and activities that embody modern Korean luxury. Our team's sincere service will provide a unique experience and precious memories to all our visitors. We are all extremely honoured to be ambassadors of the French art of living in Seoul and want to welcome guests to a completely new French luxury experience."*

To commemorate the opening, the hotel has announced its first ever stay package, "**Bonjour Sofitel!**". It offers an upgrade to a Luxury Lake Room boasting stunning views of Seokchon Lake along with KRW 100,000 credit to enjoy dining at the chic bistro, Fait Maison. Guests will receive a travel kit from French bath amenities, Diptyque Paris, and access to the fitness centre and swimming pool with dazzling views. The package is available from KRW 330,000, excluding 10% VAT.

Sofitel Ambassador Seoul Hotel & Serviced Residences joins a collection of over 120 chic Sofitel addresses across 45 countries where modern luxury is blended with sophisticated French Art de Vivre.



# S O F I T E L

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## ABOUT SOFITEL AMBASSADOR SEOUL HOTEL & SERVICE RESIDENCES

Sofitel Ambassador Seoul Hotel & Serviced Residences is opened on 30 September 2021 as the first French luxury hotel brand in South Korea. The brand's first serviced residence globally, the property features 403 hotel rooms and 160 serviced residence rooms. **Club Millésime** offers exclusive luxury and personalized service for VIP guests. Also, the hotel is a new address for French gastronomy with its four restaurants and a bar. A chic bistro **Fait Maison** offers authentic French cuisine and a Parisian lounge, **L'Espace**, enchants guests with exquisite afternoon tea "Le Goûter", filled with a curation of French and local delights. **Jardin d'Hiver** is the French bakery to taste the most delicate baguette and pastries. The modern Japanese gastronomy, **MIO**, is the place to enjoy the Japanese menu. Surrounded by the scenic view, the roof bar, **Latitude32**, provides craft beer, wine and whiskey and cocktails with snacks. **Sofitel Fitness** include a fitness centre, 25m indoor swimming pool and **Sofitel Spa**. For business, private events and weddings, three meeting rooms are featured with equipment for hybrid meetings. Located in Jamsil, Seoul, the Sofitel Ambassador Seoul is connected to the subway Jamsil station, allowing the guests to explore the city conveniently and Korea's tallest structure, the 123-storey Tower, within walking distance. Incheon International Airport is an hour away from the property by car, and Gimpo International Airport is 50 minutes away by car.

## ABOUT SOFITEL

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art-de-vivre around the world. Established in 1964, Sofitel is the first international luxury hotel brand to originate from France with more than 120 chic and remarkable hotels in the world's most sought after destinations. Sofitel exudes a refined and understated sense of modern luxury, always blending a touch of French decadence with the very best of the locale. The Sofitel collection includes such notable hotels as Sofitel Paris Le Faubourg, Sofitel London St James, Sofitel Dubai The Obelisk, Sofitel Munich Bayerpost, Sofitel Rio de Janeiro Ipanema, Sofitel Washington DC Lafayette Square, Sofitel Sydney Darling Harbour and Sofitel Bali Nusa Dua Beach Resort. Sofitel is part of Accor, a world leading hospitality group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries.

**Live the French way**

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