

PRESS RELEASE  
24 NOVEMBER 2021

## SO/ Maldives breaks ground in paradise

THE DEVELOPMENT OF THE 80-VILLA RESORT IS OFFICIALLY UNDERWAY,  
WITH THE STATEMENT LUXURY BRAND SET TO DEBUT IN 2023



*Pictured (from left): Tolga Unan, Managing Director of Hard Rock Hotel Maldives and The Marina @ CROSSROADS Maldives, Patrick de Staercke, General Manager of SAii Lagoon Maldives, Dirk De Cuyper, CEO of S Hotels & Resorts, Stefano A. Ruzza, Senior Vice President - Operations of S Hotels & Resorts, and Rhona Reupta, Manager of Design & Construction celebrate the ground-breaking of SO/ Maldives on the pristine third island at CROSSROADS Maldives*

**MALÉ** – Ennismore is delighted to announce that work has officially begun on the development of SO/ Maldives, an 80-villa luxury resort set to debut in 2023. Executives from CROSSROADS Maldives and S Hotels & Resorts gathered for the ground-breaking ceremony to celebrate the new destination located on the private third island of CROSSROADS Maldives, just 15 minutes by speedboat from Malé's Velana International Airport.

SO/ Maldives brings together a statement collection of bespoke beachfront and over-water villas imagined by renowned designers, alongside a vibrant array of dining and entertainment experiences. Nestled on its own exclusive island overlooking the azure Emboodhoo Lagoon, SO/ Maldives is set to become a covetable destination for adventurous and sartorial socialisers, easily whisking them away for a few relaxed days in paradise, thanks to the resort's convenient location near to the country's international airport.

The luxury island of SO/ Maldives is designed to be explored. The resort's speciality restaurant will serve up colourful Levantine cuisine, celebrating the atmosphere and aromatic flavours of an Arabian night, to be savoured against panoramic ocean views. Poolside, guests can lounge by the Art-Deco inspired beach club and indulge in seasonal plant-based dishes. The vivid colour scheme and secret lawn is set to make it one of the most stylish places to be seen in the archipelagic state.



The traditional all-day-buffet concept has been replaced to give guests more bespoke culinary concepts. A chef's table offers a more interactive dining experience, whilst perfectly framed open-air spaces with neutral terracotta palettes and rattan furniture allow guests to enjoy unforgettable evenings under the Maldivian skies. The resort also boasts an oceanfront wedding venue and well-dressed meeting spaces.

Chadi Farhat, Brand Chief Operating Officer at Ennismore said: *"We are delighted to see development kick-off for the audacious SO/ Maldives, a resort which will be the place to see and be seen for travellers that live vibrant lives and are seeking something truly avant-garde on their journeys around the world. We look forward to seeing this high-energy resort come to life and working alongside S Hotels & Resorts and WEWD."*

*"This is a momentous day as we officially launch SO/ Maldives, the latest jewel in the Maldivian tourism crown. With SO/ Hotels & Resorts, Accor has created one of the hotel industry's most expressive and individual luxury brands, catering to style-conscious travellers in some of the world's most sought-after destinations. This makes it a great fit for CROSSROADS Maldives, our game-changing multi-island leisure complex. SO/ Maldives will complement our two other five-star resorts and further raise the standard of hospitality in this idyllic archipelago,"* said Dirk De Cuyper, Chief Executive Officer, S Hotels & Resorts.

*“It gives us great pleasure to join hands with S Hotels & Resorts and Accor as we break ground on such a prestigious project. CROSSROADS Maldives is one of the most significant developments in the history of the country – and the entire Indian Ocean region – so we are honoured to have been tasked with the wonderful transformation of its third island. SO/ Maldives will attract trend-setters from all around the world and I look forward to bringing this remarkable resort to life in the coming months,”* added Zaw Win Maung, Managing Director, WEWD.



SO/ Maldives comes as the brand’s 5<sup>th</sup> address in Asia, with other locations in vibrant destinations such as Bangkok and Singapore. 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. Ennismore has 87 operating properties globally, with a further 141 hotels in the pipeline.

-END-

**IMAGE LIBRARY: [CLICK HERE](#)**

#### **ABOUT ENNISMORE**

Ennismore is a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. It curates and manages unique properties and experiences in some of the most exciting destinations around the world. The Ennismore team is made up of some of the brightest doers, thinkers and makers from inside and outside the industry - including an in-house creative studio, a fully integrated F&B concept platform and a digital product & tech innovation lab - who together create brands that inspire discovery. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating the world’s fastest-growing lifestyle hospitality company, bringing together an unrivalled collective of global brands, with Ennismore’s know-how in building brands with creative storytelling, design, and authentic experiences, with Accor’s wealth of knowledge in delivering scale, network growth and distribution. Under the leadership of Sharan Pasricha, Founder & Co-CEO, and Gaurav Bhushan, Co-CEO, Ennismore comprises 14 hotel & coworking brands and a collection of over 150 culturally relevant and diverse restaurants and nightlife destinations. Ennismore has 87 operating properties globally, with a further 141 hotels in the pipeline. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. Ennismore has been included in Fast Company’s World’s Most Innovative Companies lists in 2020 and 2021; ranked #29 in FT1000: Europe’s Fastest-Growing Companies; and is part of FT Future 100 - the UK’s fastest-growing businesses that are shaping the future of their sector.

**THE ENNISMORE BRANDS:** 21c Museum Hotel, 25hours, Delano, Gleneagles, Hyde, JO&JOE, Mama Shelter, Mondrian, Morgans Originals, SLS, SO/, The Hoxton, TRIBE and Working From\_. For more information: [ennismore.com](https://ennismore.com)



## ABOUT SO/

SO/ is a coveted collection of hotels, rooted in the world 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/ is renowned for its signature fashion collaborations, having worked with some of the world's most celebrated designers, including Karl Lagerfeld, Christian Lacroix and Viktor&Rolf, to create spaces, uniforms and experiences that feel sartorial and elegant.

SO/ is located in some of the world's most vibrant and sociable destinations, including Berlin, Bangkok, St. Petersburg and Singapore. Exciting expansion plans will see the brand continue to spread its bold footprint globally, with SO/ Paris and SO/ Maldives set to open in 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. [ennismore.com](http://ennismore.com)

## ABOUT S HOTELS & RESORTS

S Hotels and Resorts Public Company Limited, the hospitality arm of Singha Estate Public Company Limited, is a fast-growing, Thai-inspired company with an extensive international portfolio and world-class standards. Specialising in the management and investment of high-quality hotels and resorts in desirable destinations across the globe, S Hotels & Resorts has created a collection of its own distinctive lifestyle brands, whilst also partnering with the hospitality industry's leading names. The company aims to set new standards for leisure and lifestyle through diversified business platforms and to enhance value for all its stakeholders based upon a philosophy of sustainable development and delivering benefits to local communities. To learn more, please visit [www.shotelsresorts.com](http://www.shotelsresorts.com) or follow us on Facebook, Instagram, Youtube, or LinkedIn.

## ABOUT WEWD

Wai Eco World Developer (WEWD) is an investment and development group in Myanmar belonging to Wai Family Group of Companies, which has major focus on gem and jewellery business. With the opening of economy last six years ago, WEWD has rapidly diversified both regionally and locally with the real estate development as its one of the major directions. WEWD proudly paired with SHR in the development of an exciting, and prestige resort in the Island 3 of the Emboodhoo Lagoon as its first major oversea investment. The Company is planning to develop a number of hotels and resorts in major cities and tourist destinations of Myanmar. Opening jewellery shops in some of the major cities of the region soon is part of the Company's portfolio. WEWD is also active in local F&B business. Creating new projects which have never been before in Myanmar is one of the Company's missions.

## CONTACTS

Harry Greig  
Communications Director  
Accor, Upper Southeast Asia  
[harry.greig@accor.com](mailto:harry.greig@accor.com)

Veronique Augier Nel  
Communications Director  
Accor, Southeast Asia, Japan & South Korea  
[veronique.augier@accor.com](mailto:veronique.augier@accor.com)