



*Press release*

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# *Accor grows its luxury presence in Australia with the announcement of SO/Melbourne*

**AUSTRALIA'S FIRST SO/ HOTEL SET TO MAKE ITS STYLISH DEBUT IN 2023**



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Today, Accor announces the continued expansion of its luxury portfolio in Australia, with the debut of the vibrant and playful SO/Hotels & Resorts luxury brand in Melbourne, Australia. Slated to open in 2023, **SO/Melbourne** is set to be a bold, fashionable and luxurious designer hotel, located in a prime CBD position overlooking Flagstaff Gardens.

Positioned on the corner of William and Franklin Streets, the hotel is within close reach of Melbourne's key commercial, retail and leisure attractions. The first SO/ branded hotel for Australia and second in the region following SO/Auckland, will boast 288 avant-garde guestrooms and suites, some with outdoor terraces, combined with exceptional signature services, social events and opulent experiences. The hotel will form part of a mixed-use development including 20,000sqm of office and co-working space.

Simon McGrath, Chief Operating Officer Pacific, Accor, says "The demand for quality luxury hotels is at an all-time high, so the timing is right to introduce Australia to the audacious and fashionable SO/ Hotel brand.



“SO/Melbourne will bring a bold and playful energy to Melbourne, blending the brand’s vibrant luxury services with the heart and soul of the destination. This flagship hotel will be the place to be seen to socialise, appealing to chic travellers and Melbourne’s savvy early adopters who are renowned for having their finger on the pulse.

“Guests today are looking for travel experiences that excite the senses and they want to stay in places where they feel connected to the heart of their destination. We look forward to opening this exciting flagship hotel in 2023,” concluded McGrath.

Daring and exuberant design is at the heart of the SO brand, and like all other SO/ properties around the world, SO/ Melbourne will be brought to life by a celebrated fashion designer who will lend their artistic vision to the property.

SO/Melbourne is being developed by MIT Group Holdings Pty Ltd, the property arm of private tertiary educational institute, Melbourne Institute of Technology. The project is part of a multimillion-dollar mixed-use urban regeneration project across two towers and a podium comprising a luxury lifestyle hotel, commercial workspace and a high-end ground floor retail space. An existing heritage building will be retained and incorporated into the lower level design to reflect the diverse history of the site.

The Elenberg Fraser architect-designed hotel is positioned in the upper levels between level 11 and level 34 with a tapering form to capitalise on views to Flagstaff Gardens and the Queen Victoria Market. The hotel, with interiors by P49, will feature a signature club lounge & private meeting room, specialty restaurant/bar & sky deck, all-day dining & outdoor terrace, lobby lounge/café, and a ballroom. Next generation Grade-A office space and co-working areas will feature from level 1 to level 10. Consultants involved in the development include project managers Sinclair Brook and hotel advisor Savills.

Wellness facilities will include a SO/SPA and SO/FIT wellness and fitness centre as well as a swimming pool. Sky gardens and lush landscapes will adorn the walls and interiors of the hotel, bringing a breath of fresh air into Melbourne and shaping the next chapter in architectural history for the city.

With fashionable properties located in the most dynamic destinations worldwide, SO/ Hotels & Resorts is one of the fastest-growing lifestyle brands in Accor’s luxury portfolio. In addition to the upcoming opening of SO/ Havana Paseo del Prado in Havana, Cuba (2020) and SO/ Los Cabos Hotel & Residences (2021) in Mexico, the brand will soon unveil hotels in desirable locations worldwide including Kuala Lumpur (2020), Samui (2020) and Jakarta (2021). These additions will expand an eclectic SO/ portfolio which



already includes two stunning properties in Thailand, [SO/ Bangkok](#) & [SO/ Hua Hin](#), as well as [SO/ Mauritius](#), [SO/ Singapore](#) and recently opened properties including [SO/ Berlin Das Stue](#), [SO/ Vienna](#), [SO/ St. Petersburg](#) and [SO/ Auckland](#).

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**About SO/**

SO/ Hotels & Resorts is so vivid, expressive and bursting with local energy that even the most adventurous travelers will be fascinated and entertained. A dynamic player on the global hotel scene, the SO/ brand surprises with a playful and distinctly rebellious interpretation of luxury that includes avant-garde design, a passion for fashion, trendy beats, 'Just Say SO' service, and buzzing destination bars and events. Originally created as an exclusive label of Sofitel, the SO/ brand can now be found in socially vibrant destinations such as Berlin, Mauritius, Bangkok, St. Petersburg and Singapore. SO/ hotels are places to be and to be seen, thrilling guests with fashionable and entertaining social experiences that capture the vivacity and vibe of the locale. SO/ Hotels & Resorts is part of Accor, a world-leading travel and lifestyle group which invites travelers to feel welcome in 4,800 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

[sofitel.com](http://sofitel.com) | [group.accor.com](http://group.accor.com)

**ABOUT ACCOR**

Accor is a world-leading augmented hospitality group offering unique experiences in more than 5000 hotels and residences across 110 destinations. The Group has been acquiring hospitality expertise for more than 50 years, resulting in an unrivaled portfolio of 39 hotel brands, from luxury to economy, supported by one of the most attractive loyalty programs in the world.

ALL, Accor Live Limitless is a daily lifestyle companion that integrates rewards, services and experiences bringing value to everyday life inventing a completely new aspirational way to live limitless.

Accor is deeply committed to sustainable value creation and plays an active role in giving back to planet and community via its Planet 21 – Acting Here program and the Accor Solidarity endowment fund, which gives disadvantaged groups access to employment through professional training.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information visit [accor.com](http://accor.com). Or become a fan and follow us on Twitter and Facebook.

**Contacts media relations**

**Lauren Zoneff**

Accor  
Communications Manager Pacific  
T. +61 401318385  
E. [lauren.zoneff@accor.com](mailto:lauren.zoneff@accor.com)



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