



SO/ MALDIVES
Island Couture



SOPHISTICATED / PLAYFUL / LUXURY / ENERGY / VIBRANT SCENE



SO/ HOTELS
BRAND



SO/ IS A COVETED COLLECTION OF HOTELS

ROOTED IN THE WORLDS OF FASHION AND DESIGN

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

SO/ is renowned for its fashion collaborations, partnering with celebrated local and international designers like

Christian Lacroix, Viktor & Rolf, Guillaume Henry and more, who infuse their creative vision into the hotel's identity.

With bespoke spaces, sartorial signatures and experiences, each SO/ hotel reflects its destination's innate culture and sense of style.

OUR
HOTELS/



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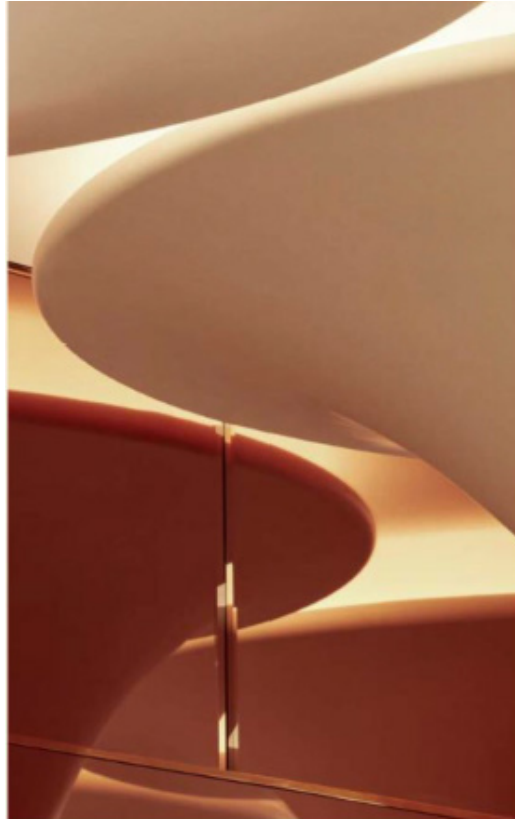
- OPEN
- SIGNED

BRAND PILLARS/



SO/ HOTELS
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OUR DNA



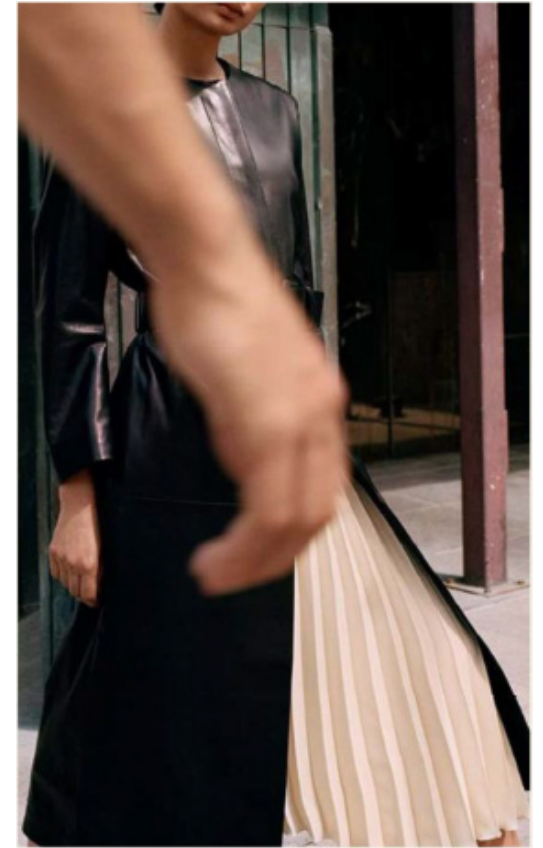
A STYLISH DRESS CODE

Inspired by our destination's iconic sense of style, we celebrate a love for the joy dressing up, where great tailoring and styling meets a backdrop of considered construction and flawless accessorising.



A SEASONAL CAMPAIGN

We create statement moments with global fashion collaborations that ensure our physical and digital spaces are always evolving to reflect the seasons of style.



AN INVITE TO THE FRONT ROW

Through partnerships and ongoing programming we connect with the wider fashion industry to support and host existing and emerging talent.

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RESORT MAP



Key

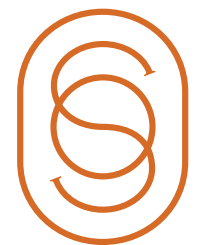
LOCATIONS

- 1 Arrival Pavilion and Bar
- 2 Hadaba (2nd Floor)
- 3 The Citronelle Club
- 4 Lazuli Beach Club
- 5 Water Sports & The Zone
- 6 The Nest (Kids Club)
- 7 The Link
- 8 Wellness Camp (Gym)
- 9 Wellness Camp (Spa)
- 10 Resort Clinic

RUNWAY ONE
Water Villa Collection 101 - 127

RUNWAY TWO
Beach Villa Collection 201 - 228

RUNWAY THREE
Water Villa Collection 301 - 328





Arrival Pavilion/

Location The stunning 5-star island of SO/ Maldives is designed to be explored. Located in 15-minute speedboat ride from Malé International Airport whisks you away to a private island in this idyllic archipelago overlooking the Emboodhoo Lagoon home to diverse marine life (shark, ray, and dolphin & coral with and part of CROSSROADS Maldives, the first integrated lifestyle and leisure destination in the Maldives – a place Where Culture Meets, seamlessly blends a stylish Riviera chic into idyllic tropical paradise, from dining to leisure, fashion and entertainment. Introducing a new generation of luxury for modern adventurers.



THE CITRONELLE CLUB

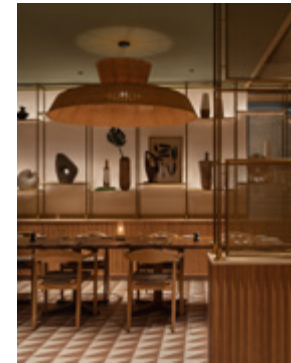
The Citronelle Club is a welcoming restaurant inspired by the flavours of Asia, the guest profile here being foodies that love full-flavoured dishes to share in large parties. The kitchens are the main event and the finishes used are to be rustic Asian inspired bricks, tiles and timber panelling.

This is a food-driven concept, a dining experience which is all about the preparation and journey. The Citronelle Club cuisine tells a sensory story with exposed cooking pots and pans, the sound of wok fires, noodle dough beating and the chopping of fresh salads and cooked meats, as well as pots of strong, spicy soups and lightly fried vegetables.

Drinks will borrow ingredients from the kitchen with herbaceous and fresh cocktails and fruit beverages and crisp light wines designed to pair with the spicy flavours.



THE CITRONELLE CLUB



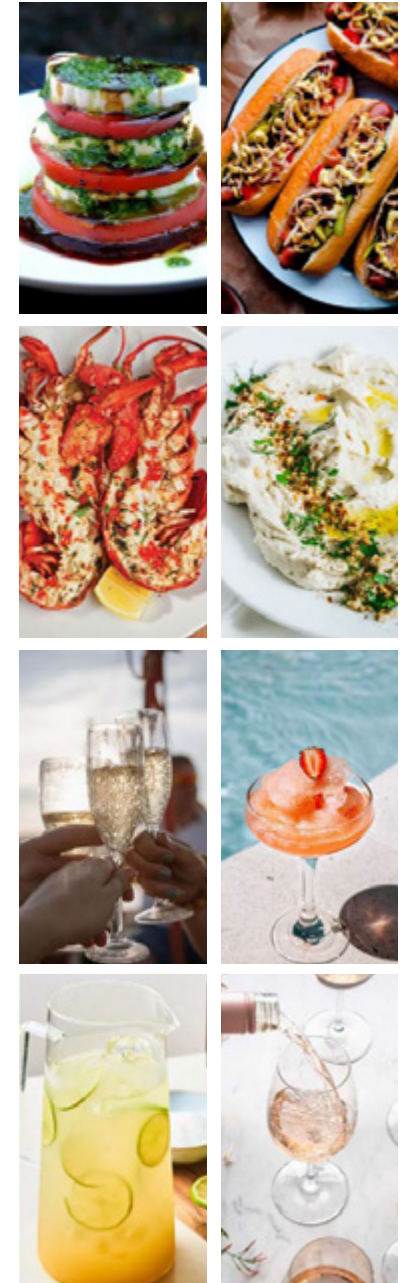


Lazuli

BEACH CLUB

Lazuli is a versatile space oozing Cote D'Azur charm and elegance. A centralised bar connects the areas and, as the guests journey away from the Bar and Lounge, the experience becomes more informal, more lively and more interactive. Lazuli has multiple terraces, decks and bars as well sun beds both in and out of water.

The bar area will be the central element with a selection of fruity and brightly coloured cocktails served in giant pitchers fit for large groups of friends. Music will be provided by a rotating selection of local and global DJs to ensure the mood is always upbeat attracts a broader crowd

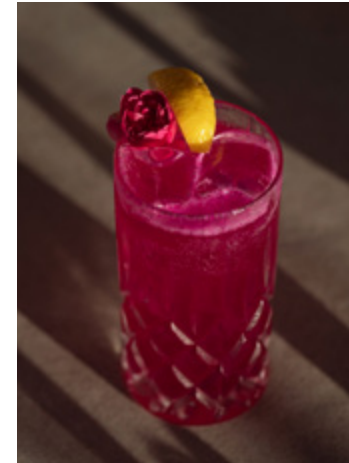




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Lazuli

BEACH CLUB



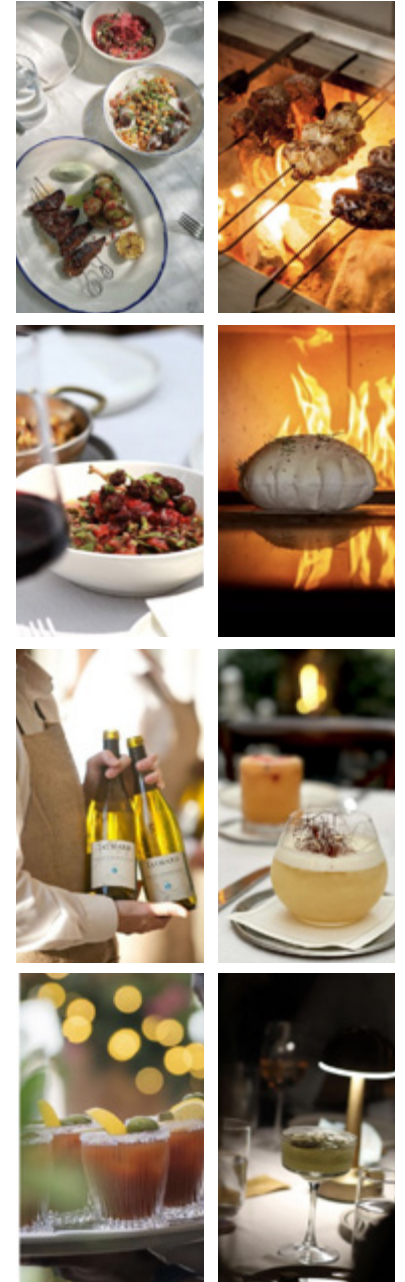


hadaba

A feast of the Middle East unlike any other. Where old and new friends can come together to break bread, share a drink, and trade stories; where the familiarity of the cuisine is elevated by the unexpected. Hadaba takes its name from the Egyptian neighbourhood - Hadaba, one of the regions across the Levant the restaurant draws its flavour and inspiration.

The restaurant sits at the coastal tip of the SO Maldives resort, split over two floors, with a central staircase drawing the main focus in the room with a majestic backdrop of the Maldives in the background.

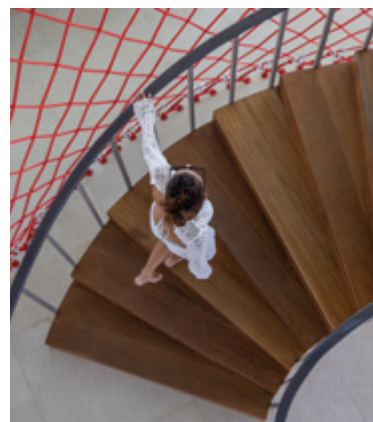
The flavour and origins of the food will be an integral part of the experience, from slow-cooked dishes to smoked delicacies, using both local produce combined with the finest Levant ingredients and spices



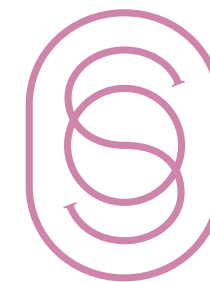


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hadaba



Villa



27 Beach Villa Collections

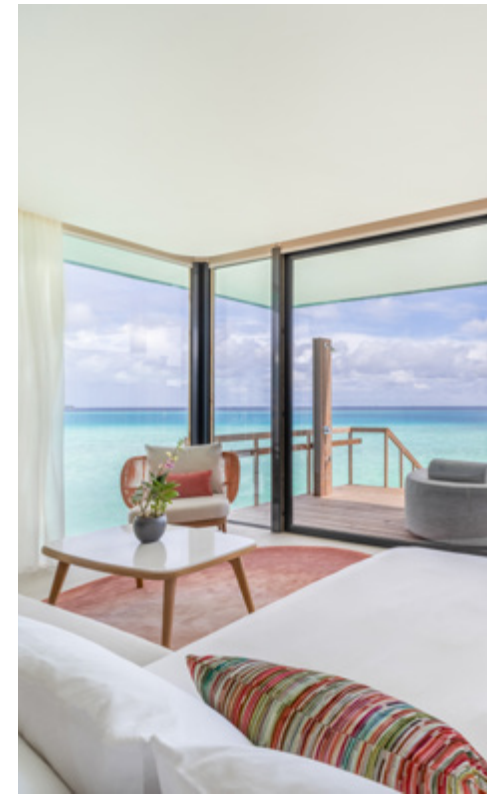
18	Beach Pool Villa Collection	228 (Sqm)
6	Family Beach Pool Villa with Capsule	238 (Sqm)
3	Two-Bedroom Lagoon Beach Pool Loft	322 (Sqm)

53 Water Villa Collections

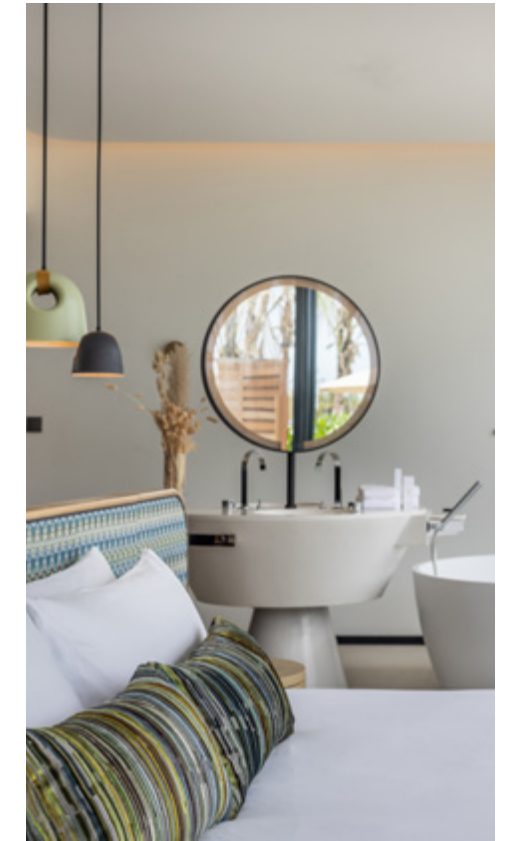
18	Lagoon Water Pool Villa Collection	120 (Sqm)
32	Ocean Water Pool Villa Collection	120 (Sqm)
2	Two-Bedroom Ocean Water Pool Atelier	240 (Sqm)
1	Three-Bedroom Ocean Water Pool Atelier	410 (Sqm)

Collections/

Water Pool Villa Collection/



Beach Pool Villa Collection/



Family Beach Pool Villa with Capsule/





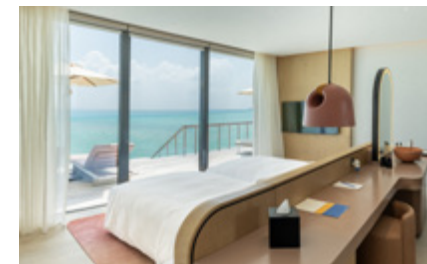
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Two Bedroom Lagoon Beach Pool Loft/



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Two Bedroom Ocean Pool Atelier/





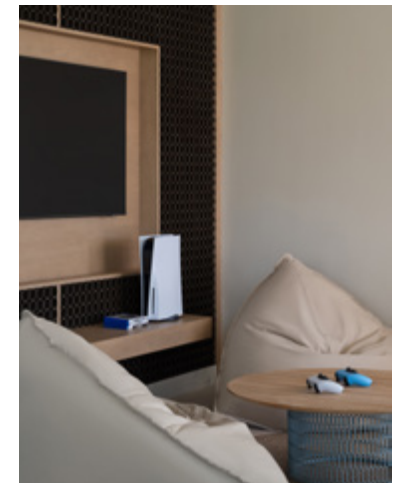
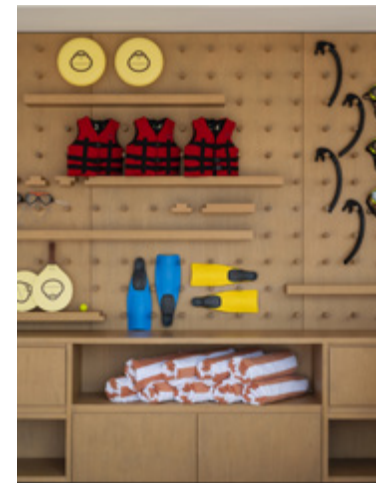
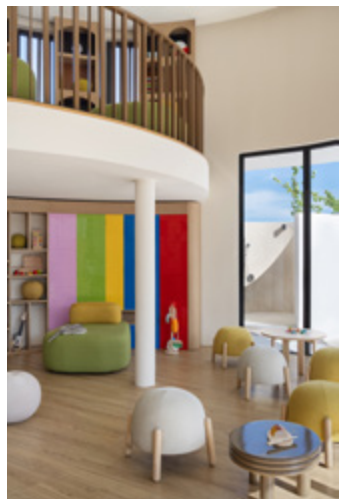
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Three Bedroom Ocean Pool Atelier/



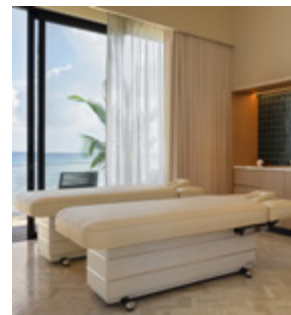
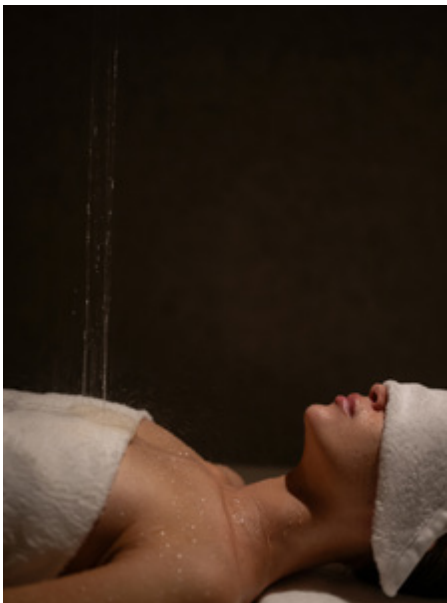
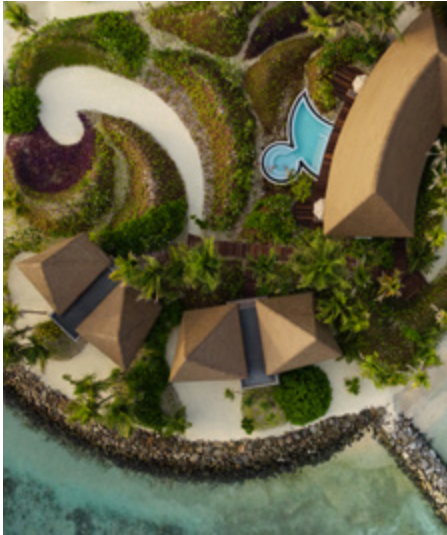
THE NEST

(Kids Club)



THE ZONE

Diving/Watersports

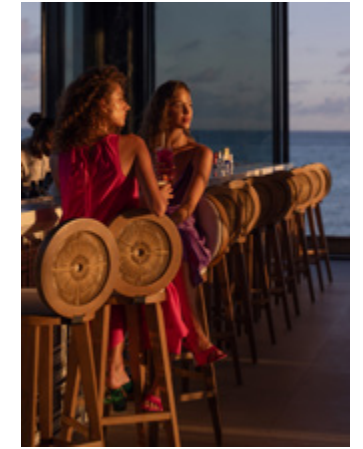
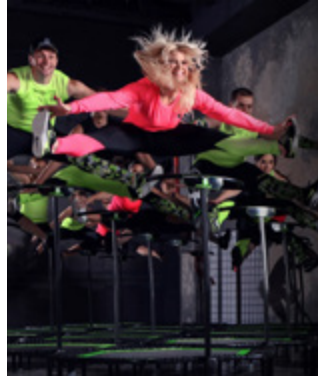


WELLNESS *CAMP/*

- 4 Treatment rooms (overlooking the sea)
- 24/7 State of the Art Gym(overlooking the sea)
- Vitality Pool
- Vichy Rainforest Shower
- Steam room
- Sauna room
- Water Therapy Bed
- Spa Edits (retail shop)
- Yoga and Meditation (Wellness Activities)



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10 Musts Do

- Sunset Dolphin Excursion
- Shark & Ray Snorkeling
- Pizza in Lazuli Beach Club
- Sunset cocktails at Pavilion Bar
- Veggie dumplings at The Citronelle Club
- Hadaba - Signature Middle Eastern Restaurant
- Vichy Rainforest Shower in Wellness Camp
- Salon C. Stellar Facial and Body Treatment in Spa
- Movie Under The Stars
- Jumping Fitness private session in our state-of-the-art gym



Making a Positive Impact

ECO LABELS



Bathroom amenities: Our luxury bathroom products by Codage uses vegan formulas made in France from natural and sustainably sourced ingredients, in recyclable packaging.

In-room Dry Amenities: Villa amenities are all green from room slippers down to toothpaste and packing. We have partnered with the innovators at Palatino whose products are 100% compostable and composed of bamboo, FSC wood, cornstarch, PLA and cotton. Packaging is made with FSC paper and printed with ecological ink. To complete the range, Palatino created the first eco-friendly toothpaste and eco-friendly slippers composed of 100% natural materials - organic cotton, FSC paper and cork a dedicated machine

FOOD SUSTAINABILITY



No to Food Waste: Leftover foods are composted with a dedicated machine.

Locally sourced ingredients are available in all restaurant and bar menus. From lobster, tuna, octopus and other seafood to the range of vegetables, fruits and coconut, ingredients are bought from local vendors in the Maldives.

No to full-buffet approach.

CARBON



We generate 40% of our resort's energy from solar panels installed in the Back of the House, Water Villa Collections, and restaurants, showcasing our commitment to renewable energy and sustainability.

Usage of recycled waste water for irrigation

Production of hot water from our generator and circulate around the island. This includes back of house, guest villas & public areas.

Monitoring and optimising air conditioning, lights and villa occupancy via in-guest villas' GRMS software.

Environmentally Friendly Vehicles. We use electric buggies for in-land transfers.

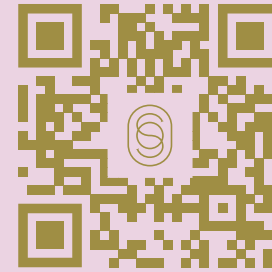
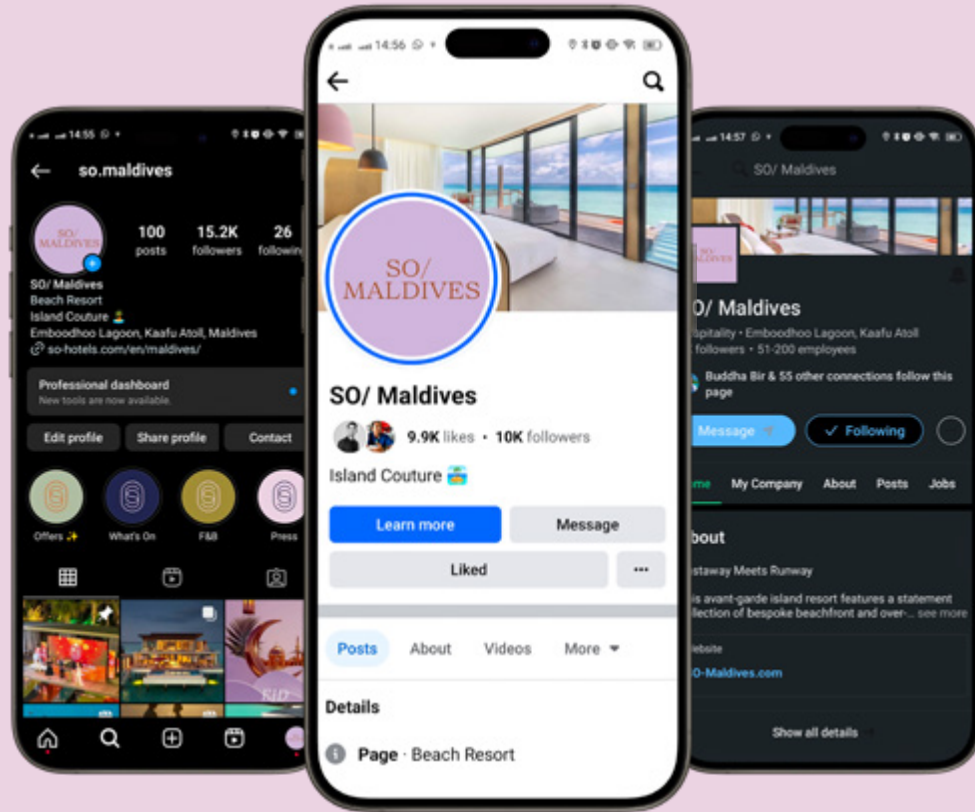
PLASTICS



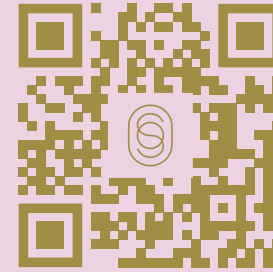
Elimination of single-use plastics.



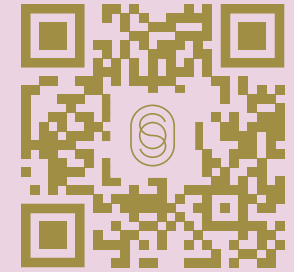
We're on socials!



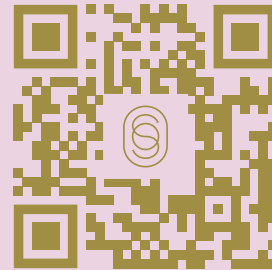
INSTAGRAM



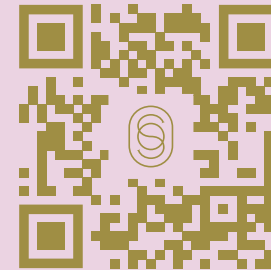
FACEBOOK



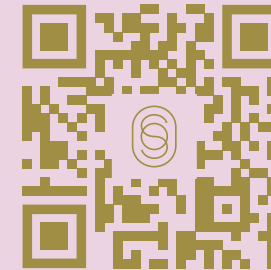
LINKEDIN



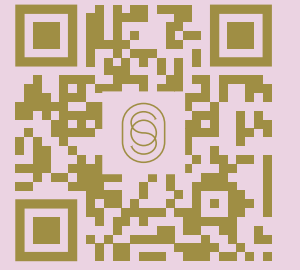
WEIBO



THE LITTLE
REDBOOK



WECHAT



DOUYIN

