

SO/



UPTOWN
DUBAI



Destinations

SO/ is located in some of the world's most vibrant and sociable destinations, including Berlin, Bangkok, and most recently Paris. Exciting expansion plans will see the brand continue to spread its bold footprint globally, with SO/ Uptown Dubai and SO/ Maldives set to open in 2023 and 2024.



TOTAL
340 METRES

SO/UPTOWN DUBAI
RESIDENCES
229 apartments
28 floors

SO/UPTOWN DUBAI
HOTEL
188 rooms
10 floors

GRADE A
OFFICES
46,000m²
22 floors

UPTOWN
TOWER

SO/ UPTOWN DUBAI

An architectural marvel rising for 340 meters, providing stunning uninterrupted views and housing a 188-key 5-star luxury hotel - SO/ Uptown Dubai - and 227 signature SO/ branded residences, as well as amazing amenities like opulent restaurants, exclusive retail, spas and many other state-of-the-art commercial and residential features.



COVETABLE STYLE/

Discover an avant-garde world of visionary design and covetable style at SO/ Uptown Dubai, the city's newest 5-star urban resort in the landmark Uptown Tower, with uninterrupted views across the Dubai skyline.

Discover a cultural wonderland with luxury rooms and suites, gourmet dining experiences, cutting edge mixology and next generation wellness all powered by panoramic views from Dubai Marina, Jumeriah Beach and beyond...

Fusing luxury with creative expression, SO/ Dubai has 188 design-led rooms and statement suites. Always with a window on the city, our chic and spacious rooms are bold and eclectic with indulgent marble bathrooms.

POSITIONED FOR SUCCESS



Location Map

		Attractions
25 MINS	Dubai Intl Airport	10 MINS Palm Jumeirah
30 MINS	Al Mactoum Intl Airport	20 MINS Dubai Parks
20 MINS	Expo 2020	20 MINS Dubai Mall
25 MINS	Jebel Ali Port	20 MINS Dubai Opera
20 MINS	Downtown Dubai	15 MINS Mall of the Emirates
60 MINS	Abu Dhabi	02 MINS Metro Stations
45 MINS	Sharjah	05 MINS Beach

SO/ COVETED COLLECTION OF HOTELS

Rooted in the worlds of fashion and design.



IS A

Making its debut on the global hotel scene in 2011, SO/ commands 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.





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ROOMS & SUITES



Atelier Suite

SO/ Dubai's one-bedroom suites offer a separate dining area. Unrivalled views of Dubai skyline, Arabian Gulf, Marina and Jumeirah Islands. Our 67sqm chic Atelier Suites are bold and eclectic with indulgent marble bathrooms.



Always with a window on the city, our designer guest rooms are spacious and tranquil, with marble bathrooms, dark wood touches. Pops of colour, indulgent fabrics and statement graphics add a decadent finishing touch



VIP Living

VIP Suite – SO/ Dubai's VIP Suites offer two bedrooms with spacious and glamorous living space with unrivalled views of Dubai skyline, Arabian Gulf, Marina and Jumeriah Islands. Our chic 167sqm VIP Suites are bold and eclectic with indulgent marble bathrooms.





F&B CONCEPT/

The food & beverage offering will be linked with the SO/ DNA through its progressive approach to luxury, fashionable touch, cutting edge design and French heritage.

Consisting of 4 outlets and a pool area, the food and beverage spaces will be the beating heart of the building, helping to create awareness and build the reputation of the property.

The F&B concepts have been designed with both local residents and broader Dubai diners in mind and we believe this combination of concepts and brands will make SO/ Uptown a recognised eating, drinking and nightlife destination in the region.

BRASSERIE

UPTOWN



*savant*⁶



Lazuli



THE
CITRONELLE
CLUB



Celeste





FOOD & DRINK

A one-stop destination for dining, gathering and entertainment. From all day dining at our modern French-Italian style Brasserie Uptown and Asian fusion cuisine at The Citronelle Club to hospitality in Savant, our panoramic bar & lounge and immersive dining and entertainment in Celeste.

SPA & WELLNESS



A new generation of wellness. Work out with the city lights below you, relax and play at our modern-bohemian pool and indulge all of your senses from the sanctuary of our immersive spa experience.



MEETINGS & EVENTS

From weddings to work events, pop-ups and private parties you can host your occasion with us in our four flexible work rooms and our flagship Ballroom for grand events up to 600 guests.



SO/ Uptown Dubai
Uptown Tower
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