

PRESS RELEASE

**SOFITEL CELEBRATES FASHION AND THE PARISIAN WAY OF LIFE  
AS A PARTNER OF “SOLDES BY PARIS”**

**Paris, October 22nd 2009** – For the second year in succession, Sofitel will be a partner of the Paris Convention and Visitors Bureau's “*Soldes by Paris*” initiative. This initiative aims to attract visitors to the city during the winter sales by offering them an alternative way to discover the fashion capital of the world, mixing shopping and culture.

This partnership is tailor-made for Sofitel. Our brand's aim today is to create luxury hotels that do not conform to some standard model but have their own individual character, judiciously blending their French heritage with the best of each country's local culture. No two of our hotels look the same, but all of them have one intangible thing in common: the French spirit, which manifests itself in a real taste for elegance, expertise and attention to detail – all passions that Sofitel shares with the world of fashion.

January is a particularly good time of year to explore Paris and sample its famous buzz. The Christmas illuminations are still lit, the streets are full of activity, and, above all, the winter sales are on. Located at the heart of the *Triangle d'Or* shopping area and close to some unmissable boutiques, Paris's five Sofitel hotels provide the ideal base for a shopping trip.

So this is the perfect time to take advantage of our exclusive **Shop & Choc Addict** promotion, which offers a break full of pleasure, luxury, indulgence and elegance for all those who love fashion... and chocolate!

**Available from January 6 to February 10, 2010, the Shop & Choc Addict offer includes:**

Three nights for the price of two

Delicious breakfasts

An original chocolate-themed afternoon snack

Late check-out... so guests can make the most of every last minute of their stay

An appointment with a Personal Shopper at the *Printemps* department store

Delivery of your purchases to the hotel

With all these day-to-day details taken care of, you can sit back and enjoy your break.

**For information, conditions & bookings, visit [www.sofitel-ShopandChocAddict.com](http://www.sofitel-ShopandChocAddict.com)**



**Shop & Choc Addict**, an exclusive offer to savor at any of Paris's five Sofitel hotels:

**SOFITEL PARIS LE FAUBOURG – From 640€**

Sofitel Paris Le Faubourg is located in two majestic Parisian residences from the 18th and 19th centuries. Between Place de la Concorde and the famous shops of Faubourg Saint Honoré, it offers its visitors the very best of Paris. The 19th century part of the street, at 11bis, is well known to photographers, editors, stylists and journalists. This address was a central fashion spot, with Marie Claire's editorial office occupying the premises for some twenty years. Today, Sofitel Paris Le Faubourg offers know-how, modern elegance and a warm atmosphere, all against a backdrop of French haute couture.

**SOFITEL PARIS LE SCRIBE – From 690€**

The Hotel Scribe is surrounded by the most iconic symbols of Paris and cultivates a certain 'art of living' just a few steps away from the Opéra Garnier, rue de la Paix, Place Vendôme with its luxury designer boutiques and jewellery houses, and the big department stores that brought a new vibrancy to the neighbourhood so many years ago. The hotel is quite simply a legend in its own right and an ode to the Parisian way of life. It even served as the headquarters of the very aristocratic Jockey Club. At the dawn of the modern era, the Scribe was the place that the Lumière brothers chose to unveil the secrets of film to Parisian high society.

**SOFITEL PARIS ARC DE TRIOMPHE – From 640€**

The Sofitel Paris Arc de Triomphe is ideally located on one of the quiet streets in Paris' Golden Triangle, yet only a stone's throw from the Champs Elysées and the Arc de Triomphe. Just a few minutes away, the most beautiful luxury and fashion boutiques await visitors. The hotel is poised in Haussmann-style stateliness in the midst of the capital's business and leisure district.

**SOFITEL CHAMPS ELYSEES – From 565 euros**

Situated just a few minutes from the Champs-Élysées, the Hôtel des Invalides and Place de la Concorde, at the heart of a luxurious area that is home to much of the city's media and business activity, Sofitel Paris Champs-Élysées enjoys a location that is second to none. This luxurious and discreet hotel is set in a magnificent Haussmann-style building, formerly the private residence of Princess Essling, the widow of one of the sons of Marshal Masséna, a leading military figure under Napoleon I.

**SOFITEL PARIS LA DEFENSE – From 455 euros**

The architect Jean-Philippe Nuel has designed an interior with the incomparable elegance of an immaculately tailored suit, in natural materials and tones interspersed with stripes and bursts of warm and vibrant colours. The definitively modern feel of the hotel with its pure lines and perfect geometry reflects the 50-year history of glass and steel architecture of this Paris district. With a quick and easy access to the center of the city, this address is perfect for shopping in Paris on Saturday and visiting this original district on Sunday. In September 2009, Sofitel Paris La Defense became the only five-star hotel in the La Defense quarter of western Paris.



\* \* \* \* \*

**Sofitel, World Class Hotels & French Elegance**

*Sofitel is the only french luxury hotel brand with a presence on five continents with 130 addresses, in more than 50 countries. Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, New York or Bangkok, or nestled away in a country landscape in French Polynesia or Brazil, each Sofitel property offers a genuine experience of the French art de vivre.*

*Discover Sofitel on **[www.sofitel.com](http://www.sofitel.com)***

*Discover A|Club at Sofitel, the new worldwide Accor loyalty program on **[www.a-club.com](http://www.a-club.com)***

\* \* \* \* \*

**Press Relations Sofitel Worldwide**

Rodolphe Moulin-Chabrot  
rodolphe.moulin-chabrot@sofitel.com

