





Sofitel Brand Refresh

Objective

To elevate Sofitel from a global leader in hospitality to a French luxury lifestyle ambassador.

Insight

As the only French luxury hotel chain with hotels across every continent, it's known for delivering world-class guest experiences at iconic global destinations. But when it began losing ground to competitors, it was clear that a reinvention was needed.

Solution

This French-ness, while core to the Sofitel brand, was being articulated in a way that felt limiting. We reframed the French spirit as a mindset that joyfully embraces the paradoxes central to French culture – namely, that of tradition versus rebellion. Visually, we embraced Sofitel's iconic 'cultural link' symbol to marry the iconic French 'zest' with local destination culture. Sofitel is the place where evenings glow, where stories begin and where life lives. It's a brand that's inherently vibrant, and that balances the cultural fusion of French and local cultures with elegant new visual elements and graphic combinations.



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