

Sofitel's new brand and look and feel continue to influence every part of the global business. All brand touchpoints – from communications, interiors, digital platforms and resort offers to partnerships and a launch campaign starring Gillian Anderson and Dali Benssalah – demonstrate what happens when two worlds are destined to come together.

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Conran Design Group

**Creative Director
Lee Hodges**

**Design Directors
Brian Ponto
Curtis Free**

**Strategist
Tim Parker**



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