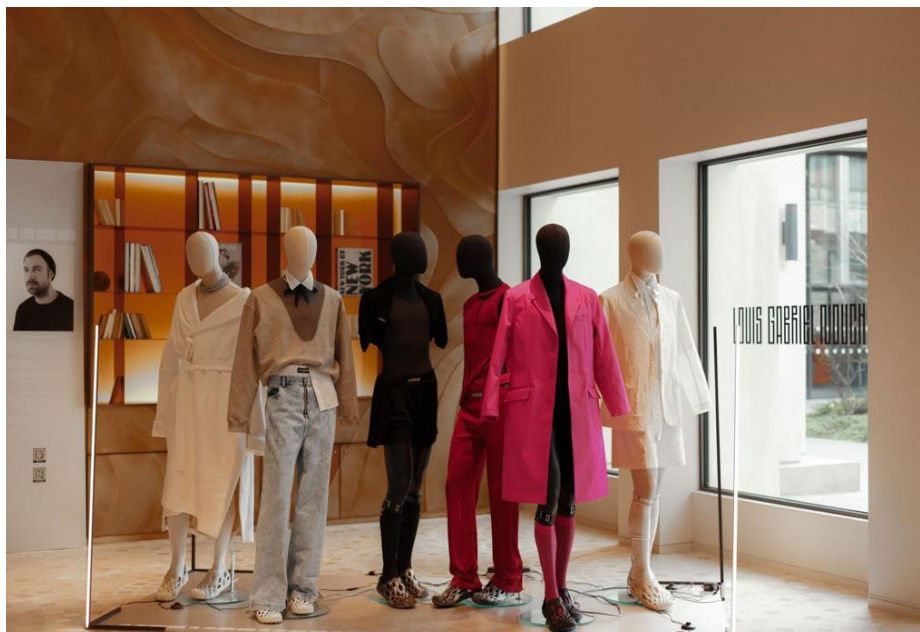


The recently opened flagship SO/ opens its doors to the young Parisian designer Louis-Gabriel Nouchi, rising star of the French fashion world



SO/ Paris and Fashion

Since its opening in September 2022, SO/ Paris, the new lifestyle hotel from Ennismore, will not stop declaring its love of fashion. With each new season, the hotel opens its doors not only to the biggest events, but also to artists that are putting creativity front and center. Following their collaboration with Guillaume Henry, the artistic director of maison Patou, who designed the hotel staff's uniforms, as well as the ephemeral installation of iconic Paris department store PRINTEMPS and its personal shopping service, SO/ Paris continues to play an essential role at the forefront of fashion by providing an exclusive first look at designer Louis-Gabriel Nouchi's latest designs. As a member of the SPHERE Initiative for Emerging Brands, a new program by the Federation de la Haute Couture et de la Mode Louis-Gabriel Nouchi is one of SO/ Paris' first fashion collaborators.

The spirit of fashion at SO/ Paris

Beginning on February 25th, SO/ Paris will host an installation premiering Louis Gabriel Nouchi's Spring/Summer '23 collection, titled "Les Liaisons Dangereuses." Inspired by the work of Pierre Choderlos de Laclos, it is a romantic homage to the sensual brutality of the surprising effect a spontaneous love affair can have. This immersion into the work of Louis-Gabriel Nouchi allows hotel guests and other passerby to discover the LGN fashion house, thanks to a curated selection of his designs on display in the heart of the lobby.

Louis-Gabriel Nouchi strives to use responsibly-sourced natural materials through upcycling, but also showing innovation in the way he incorporates textiles such as Italian lace, recycled nylons, tone-on-tone jacquard sponge or an acetate knit reminiscent of spun tights developed especially for the occasion. The black, white, intense red and Tyrian pink tones bring to life a range of tuxedo jackets, dressing gowns and bodysuits, all mixed in with the comfort and sensuality of loungewear-inspired pieces treated with the same refinement as evening clothes.

First row on the Seine and in fashion

A journey across water and creativity, where appreciation for art and fashion resonate throughout the entire space. Located between the iconic Marais district and the banks of the Seine, the SO/ Paris hotel inspires curious visitors and aestheticians from all over the world to experience fashion in a new way.

This collection, presented exclusively at SO/ Paris, will be available for sale through a QR Code system. Hotel guests will be able to benefit from a preferential rate to use in the LGN boutique located just a few steps from the hotel.