



## Events

06/27/2011

# Amsterdam : inauguration of the first Sofitel Legend in Europe

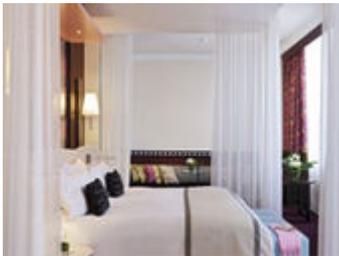
The first Sofitel Legend in Europe, Sofitel Legend The Grand Amsterdam, celebrated its official inauguration on June 21st, the day of the international Festival of Music.

Nearly 150 guests attended the gala evening, including owners of the hotel and French pop-rock singer, Berry, the brand's musical signature.

It took over two years to complete the total revamp of the hotel. Centennial halls are now juxtaposed with ultra-contemporary designer guestrooms and suites, in a refined blend of cutting-edge decor, historical tradition and French elegance.

The building has witnessed a multitude of events and important periods in the history of the city and country as the civil wedding of the Queen of the Netherlands, Beatrix with Claus von Amsberg which took place in 1966, in the imposing Council Chamber.

Sofitel created the Sofitel Legend label in the context of its new luxury positioning. It is a private club of centenary and often listed buildings, in mythical historic sites, that are often landmark attractions in their city or country. Each Sofitel Legend is unique gem. A promise of a voyage to the heart of luxury and history, where legend and reality merge into one.



Since Sofitel The Grand possessed all the necessary qualities to belong to this label, the Sofitel brand decided to make this address, which has received countless international awards, the first Sofitel Legend in Europe. Sofitel contacted the famous French interior designer Sybille de Margerie, who is renowned for her design at the Hotel Crillon in Paris and Hotel Cheval Blanc in Courchevel (France).

Le Metropole Hanoï was the first hotel in this collection and is followed today by **The Grand Amsterdam**. Other hotels will join the Sofitel Legend as soon as their renovations are completed: **The Old Cataract Assouan** (Egypt), **The Santa Clara** (Colombia), **The Winter Palace Luxor** (Egypt), **The Fez Palais Jamai** (Morocco), **The Cecil Alexandria** (Egypt)...

To find out more about Sofitel