



Initiative

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Sofitel celebrates fashion and the Parisian way of life as a partner of “Soldes by Paris”

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.

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.

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.

Shop & Choc Addict, an exclusive offer to savor at any of Paris's five Sofitel hotels, **from 455 euros**: Sofitel Paris Le Faubourg, Sofitel Paris Le Scribe, Sofitel Paris Arc de Triomphe, Sofitel Paris Champs Elysées, Sofitel Paris La Défense

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

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