

HOTELS

Sofitel New York Unveils Major Art Deco Transformation, a New Chapter for the French Luxury Brand

By Cameron Sperance Nov 20, 2025 9:30am



(Accor/Sofitel New York)

French zest is freshly revived in Midtown Manhattan.

[Sofitel New York](#), the brand's flagship U.S. hotel, officially debuted its design overhaul Thursday amid a broader quest to show the 60-year-old French brand has staying power in an increasingly competitive luxury market. [Sofitel](#), under [Accor](#) tutelage, might be a legacy luxury brand, but this *Luxury Travel Advisor* editor enjoyed an advance stay and walked away with a sense this is a livable luxury property arriving at just the right moment — especially when many travelers are increasingly frustrated by eye-wateringly expensive New York City hotel rates that don't always correlate to stellar service.

"The transformation of Sofitel New York is a celebration of New York's boundless energy and the timeless elegance of our French heritage," Dieter Schmitz, Sofitel New York's general manager, said in a statement. "Together as a team, we take great pride in pairing this remarkable physical transformation with a warm, genuine and refreshingly personal style of hospitality that ensures every guest leaves with memories to last a lifetime."

Sofitel hotels always feel like a petit French getaway thanks to the signature "*Bonjour*" upon arrival and the evening Candle Ritual, inspired by the centuries-old Parisian tradition of lighting the streets at dusk. That heritage

is now wrapped in a fresh modern glow: soaring metal screens, marble flooring, deep green walls and a sculptural coffered ceiling set the tone in the redesigned lobby — a space that now truly earns its flagship designation.



Social 45 is Sofitel New York's new bar and bistro. (Accor/Sofitel New York)

A Modern Art Deco Reboot

Repeat guests will recognize retained signatures like the sweeping staircase that anchors the lobby — don't mess with a legend, we say — but the transformation spans all 398 rooms and suites, courtesy of an HBA San Francisco-led redesign. The aesthetic leans contemporary Art Deco with French panache: ivory-and-cream wall paneling, high-gloss lacquered furnishings in the tradition of Émile-Jacques Ruhlmann and Eileen Gray, sculptural lighting and red woven textiles that warm up the neutral palette.

If the who-knows-how-many-billions-of-dollars [renovation at the Waldorf Astoria New York](#) nearby feels like a full facelift, consider Sofitel New York's a tasteful amount of Botox and fillers in all the right places — subtle enhancements that make you look twice and think, *Oh, I wish I could glow like that.*

The Prestige 1-Bedroom King Suite this editor stayed in offered ample room to entertain and work from the living area, while the bedroom features the Sofitel BED — the brand's signature sleep setup with an exclusive mattress, plush topper, duvet and an armada of pillows (Westin Heavenly Bed, eat your heart out — I haven't slept this well in ages.). Floor-to-ceiling windows frame views of the Chrysler and Empire State Buildings, and the walk-in closet is a luxury travelers don't often get these days in Manhattan.



A bedroom in a Sofitel New York Prestige 1-Bedroom King Suite (Accor/Sofitel New York)

Entry-level Superior Rooms mirror the refreshed Deco aesthetic and feel generously sized, especially by today's shrinking-room standards in NYC.

But the true showstopper sits on the 28th floor: the completely reimagined Penthouse, now part of the new seven-suite Suite Collection. Spanning 1,205 square feet, the Penthouse features geometric wall treatments, sculptural sofas, brass-accented furnishings, a dining salon seating eight and a circular marble soaking tub anchoring the bathroom like a piece of art. This is the kind of place you unwind with a glass of something fabulous while toasting to your own fabulousness.

Nearby, the Grand Terrace Chrysler View Suite and Panoramic Terrace Suite each offer sweeping terraces of up to 911 square feet – spaces that feel almost surreal to find in Midtown



The Penthouse living room at Sofitel New York (Accor/Sofitel New York)

A New Social Hub for Midtown

The transformation extends beyond the accommodations. The hotel has introduced Social 45, its new bar and bistro that blends Parisian sophistication with Manhattan energy. Plush banquettes, curved brass archways and inventive cocktails are mainstays as well as shareable bites that toggle between French classics and New York indulgences (the grilled cheese with caviar appeared to have the bustling after-work crowd in a chokehold).

The venue also hosts Social Hours in the afternoon and evening, and a sidewalk café is slated for spring 2026.

In the mornings, guests can indulge in La Haute Croissanterie, Sofitel's signature pastry program that reinvents the classic croissant into a gourmet, flavor-driven experience. Even flaky French pastry deserves a haute couture moment, right?

Based on the breakfast crowd, it's clear Social 45 is already a winner for those venturing out for the most important meal of the day.

A Brand in the Midst of a Global Reset

This overhaul is not a one-off. Nearly 30% of Sofitel hotels worldwide are currently under renovation, part of a broader modernization wave across the brand.

As Maud Bailly — CEO of Sofitel Legend, Sofitel, MGallery & Emblems — noted, the New York glow-up “beautifully embodies our vision of modern French luxury: elegant, committed, and infused with the vibrant, ever-evolving spirit of this extraordinary city.”

The New York revival comes after recent upgrades to Sofitel properties in Montreal, Philadelphia and Los Angeles. Under Bailly's leadership, Sofitel is making a concerted push to sharpen its global identity, elevate consistency across regions and ensure each brand in her portfolio stands for something distinct.

Sofitel New York's transformation feels like the physical manifestation of that strategy in the form of premium design, a stronger sense of place and a level of contemporary luxury that no longer feels trapped in a 1990s time capsule.

For travelers, the refreshed Sofitel New York hits a sweet spot: livable luxury, strong service, generous room sizes and thoughtful design that doesn't sacrifice warmth for minimalism. For Sofitel, it's a needed flex in a city where luxury openings and renovations have become almost seasonal.

And for this editor?

I'll happily return for the views, the soaking tub envy, the croissant program...and, maybe most of all, the rare miracle of getting a full night's sleep in Midtown.