



MEDIA RELEASE
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CELEBRATE SHARED SUMMER MOMENTS WITH CHANDON X SEAFOLLY PACKAGE AT SOFITEL SYDNEY DARLING HARBOUR

(Sydney, 18 October, 2019) Recently voted Australian Luxury Hotel of the Year at the prestigious HM Awards, Sofitel Sydney Darling Harbour is launching an exciting new summer offer in partnership with two other iconic Australian brands, Chandon and Seafolly swimwear. Officially unveiled at the hotel's outdoor infinity pool and Le Rivage pool bar, the new Chandon x Seafolly limited editions will be the perfect summer sparkling to accompany the perfect luxury staycation.

Come together and say cheers as two of Australia's most iconic brands – Australia's #1 sparkling wine, born in France but grown and crafted in the Yarra Valley; and one of Australia's most beloved swimwear labels, gracing our beaches and swimming pools for over 40 years – reunite for the third year to launch a limited edition #ChandonXSeafolly collection.

Chandon's fresh, elegant Brut and vibrant Rosé have been paired with Seafolly's two unique designs created by rising Australian artist Gemma O'Brien as part of this year's exciting collaboration. These same two designs will also feature across a range of limited edition Seafolly swimwear, apparel, and accessories launching in-store and online from November.

Featuring on the Chandon Rosé bottles is 'Desert Blooms,' a design inspired by the native Australian landscape – think romantic sunsets, desert rock pools and native botanicals.

"I wanted to create a design that was beautiful, earthy and graceful yet strong", says Gemma. The eye-catching blush tone design ties in perfectly with casual Rosé occasions.





Chandon Brut is paired with Gemma’s second illustration is inspired by her favourite Sydney beaches; from well-known favourites Bondi Beach and Bronte, to secluded hideaways, Shark Beach, Milk Beach, Gordon’s Bay and Camp Cove. Titled ‘Sydney Beaches,’ the dreamy blue and white tones of the print and intricate illustrations encapsulate what summer in Australia is all about – from beach huts to swimming in turquoise waters, from fresh fruit to surfboards. The new #ChandonXSeafolly Brut pairs perfectly with afternoons in the sun.

“We love working with Chandon and being part of moments of sheer joy and folly throughout summer,” says Adriane McDermott, CMO of Seafolly. “Gemma’s bespoke illustrations have really made the partnership unique, and truly Australian.”

The two limited editions Chandon x Seafolly Brut and Chandon Rosé are available at Sofitel Sydney Darling Harbour’s outdoor infinity pool and Le Rivage pool bar (\$16 glass, \$80 bottle).

A special Chandon x Seafolly accommodation package is available from November 1, 2019 to April 26, 2020 from \$309 a night in a Superior Room, including an overnight stay, breakfast in Atelier, bottle of Chandon x Seafolly and special Seafolly surprise. AccorPlus members enjoy a 10% discount.

For information and bookings, please visit [sofiteldarlingharbour.com](https://www.sofiteldarlingharbour.com) or call (+61) 2 8388 8888

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Media: images are accessible on [dropbox](#)

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About Sofitel Sydney Darling Harbour

As Sydney's newest 5-star hotel, Sofitel Sydney Darling Harbour blends all the comfort of a newly built property with Sofitel's unique interpretation of modern luxury and French art de vivre. Spread across 35 floors, it offers 590 exquisite rooms and suites flooded with natural light, and facilities unmatched in Sydney including an outdoor infinity pool heated year round, a French-inspired restaurant, Atelier, which celebrates the bold flavours of Provence, an award-winning Champagne Bar, a state-of-the-art gym open 24/7, 8 elegant boardrooms, a Magnifique Ballroom and an exclusive executive lounge located on the top floor, Club Millesime, offering breathtaking panoramic views of the harbour as well as a range of bespoke butler services. The hotel is centrally located in the heart of Darling Harbour, on the water's edge, next door to the International Convention Centre and within walking distance of the CBD and theatres. Darling Harbour, a history-rich area, has been enjoying a true renaissance in recent years, thanks to the burgeoning districts of Pyrmont and Barangaroo – Sydney's own response to Silicon Valley – and their acclaimed waterside dining options.

About Gemma O'Brien

Over the past 10 years, Gemma O'Brien has taken her passion for typography and built a flourishing career around drawing letters. Her bold type, expressive calligraphy and detailed illustration can be seen in advertising campaigns, editorial publications and large-scale murals in galleries and interiors around the world. A number of her projects have received the Award of Typographic Excellence from the New York Type Directors Club, in 2015 she was recognised as an ADC Young Gun and in 2016, named one of PRINT Magazine's New Visual Artists: 15 under 30. She has collaborated with numerous global brands and publications including Apple, Google, Adobe, and The New York Times. Beyond her commercial work, Gemma O'Brien is a regular speaker at international conferences and also hosts hand-lettering workshops at design schools, agencies and events.

About Seafolly

Seafolly has been the leader in Australian fashion swimwear since 1975. Sold in over 40 countries in leading retailers, Seafolly empowers women of any age because of their commitment to both fashion and fit, giving women the freedom and confidence of looking good because they feel good first. Year-round monthly collections include everything from quality women's and kids' swimwear, beach basics and premium apparel to bags, towels and accessories. There are over 20 Seafolly Concept stores in Australia, 4 in Singapore, and 6 in USA offering complimentary fit styling and an online store at seafolly.com.

About Chandon

Australia's #1 sparkling wine! Born in France but grown and crafted in Australia: we draw on our French roots and the innovative spirit of Australian winemaking to craft fresh, vibrant, sophisticated sparkling wines for your shared moments.

About Sofitel

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art-de-vivre around the world. Established in 1964, Sofitel is the first international luxury hotel brand to originate from France with over 120 chic and remarkable hotels in the world's most sought after destinations. Sofitel exudes a refined and understated sense of modern luxury, always blending a touch of French decadence with the very best of the locale. The Sofitel collection includes such notable hotels as Sofitel Paris Le Faubourg, Sofitel London St James, Sofitel Munich Bayerpost, Sofitel Rio de Janeiro Ipanema, Sofitel Washington DC Lafayette Square, Sofitel Sydney Darling Harbour and Sofitel Bali Nusa Dua Beach Resort. Sofitel is part of Accor, a world-leading travel and lifestyle group which invites travelers to feel welcome in 4,800 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.