

**Media Release****60 Years of the Sofitel Sydney Wentworth and Carla Zampatti – Australian Fashion Week’s most stylish partnership**

*Sofitel Sydney Wentworth will host an in-conversation session with Carla Zampatti CEO Alexander Schuman, followed by a curated, wine-paired dining experience at one-hatted tilda.*

*An exclusive showcase of the new Carla Zampatti collection with an inspired floral collection will be displayed in the hotel’s newly transformed lobby throughout May.*



**(Sydney, Australia: April 2025):** [Sofitel Sydney Wentworth](#) announces the joint 60th anniversary celebration with the dynamic fashion house of Carla Zampatti, both commemorating two legacies that have contributed inimitable style and glamour to Australian society.

To mark this extraordinary partnership, as the Official Luxury Hotel Partner of Carla Zampatti, Sofitel Sydney Wentworth will host an exclusive red-carpet evening held on Tuesday, 20 May, where luxury, style, and refinement come together. From 6 pm – 7 pm, there will be a private cocktail reception at bar tilda, featuring an intimate Q&A with Carla Zampatti CEO Alexander Schuman, followed by a curated, wine-paired dining experience at one-hatted tilda, a delicious fusion of elegance and innovation.

In addition to Sofitel Sydney Wentworth’s 45-guest exclusive event, a stunning showcase of Carla Zampatti fashion will be in the lobby throughout the month of May, complemented by Sofitel’s signature floral arrangements.

Sofitel Sydney Wentworth recently underwent an extensive \$77 million refurbishment, introducing a new era of French-inspired, understated luxury. This rebirth also coincides with the Diamond Jubilee of the global Sofitel brand, celebrating 60 years of embodying French art-de-vivre worldwide. The storied hotel, a Sydney landmark since 1966, was originally built by Qantas to cater to luxury international travellers. As Sydney’s first 5-star international hotel, it embodied 1960s jet-set glamour, frequented by royals, dignitaries, movie stars, and celebrities.

Sofitel’s 60th Anniversary and Diamond Jubilee coincide with the 60th anniversary of the legendary fashion house of Carla Zampatti. A household name since its inception in 1965, Carla Zampatti has defined Australian fashion with a signature fusion of modern sophistication and the spirit of the Australian lifestyle for six stylish decades.

"Celebrating 60 years of Carla Zampatti is a milestone that reflects not only mum's incredible legacy but also the strength of the partnerships that have supported our journey. We are proud to collaborate with Sofitel Sydney Wentworth, an icon of elegance and sophistication, to mark this special occasion. Together, we honour Carla's enduring influence on Australian fashion while celebrating the future of our brand," said Alexander Schuman, CEO of Carla Zampatti.

"Sofitel Sydney Wentworth and Carla Zampatti are united by a shared vision of timeless elegance, sophistication, and innovation. This partnership is a tribute to Carla Zampatti's enduring legacy—one that continues to inspire confidence and style. As we unveil a new chapter of luxury at Sofitel Sydney Wentworth, we are honoured to collaborate with an iconic Australian brand that embodies grace, craftsmanship, and an unwavering commitment to excellence," said Sam Panetta, General Manager of Sofitel Sydney Wentworth.

Three signature cocktails from bar tilda will be available at the event, selected as they embody Carla Zampatti's elegance, creativity and love for vibrant flavours and colours, capturing the timeless spirit of la dolce vita. One standout creation, the *Hanky Panky*, offers a nod to tradition, featuring spirits first distilled the very year Sofitel Sydney Wentworth opened its doors—celebrating 60 years of timeless sophistication, bringing together Coates & co.'s plym-gin dry gin, fernet branca, Italian sweet vermouth. Linked to Carla's love for Campari and fresh orange, the *House Negroni* brings together the bold simplicity of Italian flavours. For a playful, nostalgic touch, the *Raspberry Splice* reimagines a beloved Australian ice cream treat with colourful, creamy, fruit-forward flair.

Carla Zampatti is set to open Australian Fashion Week 2025 with a runway presentation being held on Monday, May 12th, 2025. The show will pay homage to Carla Zampatti's extraordinary impact on Australian style, her advocacy for women, her pioneering spirit, and her unmistakable design sensibilities.

Carla Zampatti and Sofitel Wentworth Sydney is the perfect pairing of modern elegance, a reflection on the past, and a celebration of the present.

**-ENDS-**

#### Media Notes

Tickets are \$299 a person and available to purchase [here](#)

Images can be found in the Dropbox [here](#).

By reserving a place before 30 April, one guest will receive an exclusive Carla Zampatti experience worth \$1500, including VIP tickets to the Carla Zampatti show at Fashion Week on Monday, 12 May and an overnight stay in a Superior Room, including breakfast for two at Delta Rue Restaurant.

#### About Sofitel Sydney Wentworth

The iconic Sofitel Sydney Wentworth is a heritage-listed architectural landmark, originally built by Qantas in the 1960s as Sydney's first international five-star hotel. Seamlessly blending French elegance with Australian heritage, it remains one of the city's most storied addresses, renowned for its distinctive curved façade and deep-rooted connection to Sydney's cultural and social scene. Ideally located in the heart of the city, the hotel offers a refined escape where timeless luxury meets modern sophistication. From beautifully appointed accommodations to vibrant culinary experiences, Sofitel Sydney Wentworth continues to be a destination of choice for discerning travellers, celebrating the art of hospitality with a uniquely French touch.

For more information, visit [www.sofitelsydney.com.au](http://www.sofitelsydney.com.au) or [@sofitelsydney](https://twitter.com/sofitelsydney). Address: Sofitel Sydney Wentworth 61, 101 Phillip St, Sydney NSW 2000.

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