



COMPANY PROFILE

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OUR BUTTERFLY



"I have always been drawn to the butterfly, a living symbol of grace and renewal.

There is a journey that begins in transformation as they explore the world on wings of inspiration. Though the destination may lie a thousand miles in the distance, they flutter on, weightless on the wind – every flower they touch changed forever.

The butterfly celebrates the power of surrender - from what we once were – to what we were meant to be. This is my invitation to you – the courageous, uncommonly creative individuals who see the world differently – join me in making it a little more beautiful.

As you can see, Sora Saud Trading Company is more than a passion project. It is the canvas of my life's work.

Sora Saud, Founder

Who We Are

Sora Saud Trading Company is a hospitality company that creates, manages, and operates unique concepts in the Kingdom of Saudi Arabia.

Experimenting with extraordinary quality, we focus on impacting society with an inspirational change, augmenting creative exclusive projects, and blending our culture and passion into new concepts.

Our company focuses on exceptional hospitality services ranging from fine dining concepts, luxury fashion, private Conciergerie, landscaping and floral elements as well as events and catering; with a story within each concept ensuring a unique experience for guests to feel more connected with the origin behind everything.

A collaborative partnership between passionate and like-minded industry professionals, with over 100-years of combined experience in the hospitality business, Sora Saud Trading Company provides a full suite of services to the development, management and operation of hotels and restaurants. Sora Saud Trading Company has the expertise across the full spectrum of hospitality disciplines to determine the best deployment strategies and implementation plans, delivered with luxury and refinement, serving the Kingdom of Saudi Arabia.

We Believe: (Our Philosophy)

We believe that "Inspiration is everywhere, fluttering around us like butterflies". Creativity and ideation are essential in remaining competitive, creating uniqueness and delivering beyond expectations.

We believe that the success of any organization lies around its people. We focus on two main aspects: Passion and Attitude. Two elements that are fundamental in creating a strong team with one goal.

We believe in the trendsetters, the risk-takers, the uncommon individuals who exist by virtue of being different. We motivate our people to "Find the Unique in their Lives and Inspire Others to Find Theirs".

We believe that we should focus on "Taking time to do what makes our soul happy" which means that everyone in the company is striving to reach the same goal, through inspiration and commitment.

We believe in trying our best to safeguard our planet by implementing feasible eco-friendly solutions.

We believe in cherishing the importance and spirit of selfless service without considering race and ethnicity for we believe we share a single communal identity, which is humanity.

We believe in "Saying what we mean and Doing what we say" as coherence and trust are at the basis of any relationship.

Our Concepts: Hospitality Fine Dining



Experience. Taste. Inspire.

I envisioned SO. Fleur as a place you simply don't want to leave. Where you find inspiration as you linger in its beauty. My vision was to create the feeling of a conservatory. The flagship store boasts a floral section filled with creatively built bouquets, with an upper mezzanine level housing an open mirror room, perfect for company-hosted classes or rentable event space. Finally, the stunning centerpiece of SO. Fleur is the lounge, where guests are treated to French-Mediterranean dining and our signature line of coffee and tea. SO. Fleur is a host to all – the perfect space for cozy meetings to friends enjoying simple moments over a good cup of coffee and tea. In short, it's a space meant to warm the heart.



More than a Market

A companion piece to SO. Fleur, yet a gem of its own, SO. Fleur Market brings its own delights. With a mini-market feel, guests can dine at our community table, enjoying a memorable breakfast or a mocktail from the bar. The market will also sell high-end grab-and-go food options throughout the day.



We aim to provide world-class catering services to our clients by offering a unique experience through our Food and Beverage selection, Five-Star Service Team, Floral Arrangements, Tableware, and Equipment.



Steeped in Tradition. Inspired by Hospitality.

Inspired by over 4,000 years of tradition, Sora Tea is a celebration of that spirit of hospitality that brings us all together. Bold in taste, just like our packaging, we have custom blended each tea flavor straight from fields from around the world, with a variety of distinctive offerings unique to our signature brand. And for coffee lovers, my line of handpicked blends represents some of the finest brews available today. From my tearoom to theirs, I invite tea and coffee lovers everywhere to share the moment, elevate their senses, and inspire a conversation.

Our Concepts: Retail & Services



Buy less. Choose well. Make it last.

With SO. by Sora Saud, we think that every special purchase in our past has its own story in our lives, from that piece of vintage clothing to unforgettable housewares, to that one-of-a-kind item that simply ties a room – and a conversation – together. That's why our focus is on sustainability – and how things make us feel over time – versus their initial novelty. Our upscale shop features both storefront and online options, giving sellers the opportunity to sell pre-loved items while inviting buyers to give these hand-selected products a new home – and a new story.



A Mother's Heart & A Daughter's Soul

Call it a love language – the story of SOLY began well before my mother and I even realized it. My mother's sketchbook captivated my attention as a young girl. What grew from an artistic passion blossomed into a mother-daughter creative connection – and SOLY was born. Together, we create one-of-a-kind works of art, all versatile in nature, classic and timeless. We hope our jewels become one with our customers and their families as generational heirlooms.



Your Key to an Exclusive World

Keys to an exclusive world: Inspired by my Saudi roots, the art of hospitality has always been an important part of my life. From large-scale events to small household get-togethers, I find the greatest joy in the littlest of details. It is here where I believe true beauty lies, and this is the essence of SO.d'Or. Led by world-class professionals, SO.d'Or offers high-end concierge services, professional and household training services, and mystery shopper programming.



13 books discovering 13 regions of the Kingdom of Saudi Arabia

I believe Saudi Arabia is a treasure to be explored and celebrated. To honor my country, I created the Sora Collection, a 13-book series and a love letter to my country.



Serving people...with innovation

An organization dedicated to supporting humanitarian outreach. Sustainability and innovation are at the heart of our work as we lead projects that foster human development through interactive community programming.



Our Story

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Finally, the stunning centerpiece of SO. Fleur is the lounge, where guests are treated to French-Mediterranean fine dining and our signature line of coffee and tea. SO. Fleur is a host to all – the perfect space for cosy meetings to friends enjoying simple moments over a good cup of coffee and tea. In short, it's a space meant to warm the heart.

EXPERIENCE.
TASTE.
INSPIRE.

Sora Saud



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We aim to provide world-class events and catering services to our clients by offering a unique experience through our Food and Beverage selection, Five-Star Service Team, Floral Arrangements, Tableware, and Equipment.

We can fully arrange your event from A to Z, specializing in silver service, cocktail receptions, corporate events, weddings, and conventions, anywhere in Saudi Arabia.

In addition, our Master Florist, will curate for you the most exclusive Flowers Arrangements, to providing Catering for events, educating through our Master Classes as well as consulting for Interior, Landscape and Garden Designs.

WE CAN ORGANIZE AND
PERSONALIZE ALL TYPES OF
EVENTS, BRINGING A FINE DINING
EXPERIENCE FROM WITHIN OUR SO.
FLEUR RESTAURANT TO ANYWHERE
IN SAUDI ARABIA.





A companion piece to SO. Fleur, yet a gem of its own, SO. Fleur Market brings its own delights. With a mini-market luxury feel, guests can dine at our community table, enjoying a memorable breakfast or a mocktail from the bar. The market will selling our SO. Fleur creations with high-end grab-and-go food options.





Steeped in tradition.
Inspired by hospitality.



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A young girl receives a porcelain tea set for her birthday, sparking her imagination as she invites friends, real and imaginary, to experience the wonder and magic of tea service. As she grows up and her tea set changes to accommodate gatherings with family and friends, she thinks back to the days when she was just a child, and teatime meant sharing in the joy of being together with the people she loved most.

That little girl grew up to be Sora Saud, a passionate believer in quality and craftsmanship. Inspired by over 4,000 years of tradition, Sora has developed a passion for sharing those small but unforgettable moments that happen every day over a simple cup of tea. Moments that would take Sora on a journey to create a signature line of some of the world's finest teas and coffees.

Sora's search spanned the globe, sampling handpicked leaves prepared in old world traditions, down to the very tea bags, individually sewn and stitched. Never known for doing things the easy way, Sora set out to produce complex blends infused with elegant floral notes. Undeniably international in variety and Arabian influenced in their taste.

Like an artist with a blank canvas, Sora brought her vision to dozens of unique brews, experimenting with a wide range of spices and textures ranging from aloe vera, avocado and cumin to distinct notes of mint, pepper and saffron. Her result was an array of curated tea and coffee blends to satisfy every palette.

Sora believes that when you offer a cup of tea to a friend, you become part of their story. No matter how you serve it, Sora Tea is a love letter to everyone who celebrates the spirit of hospitality. Sora Tea invites you to share a moment, elevate your senses, and indulge in inspiration.

**It's not where you drink it that matters, it's
whom you drink it with.**





Our aim is to encourage our community to give clothing new life by shopping second-hand as well as reselling old items.

By this, we help you to be part of the change that our environment needs.



SO. by Sora Saud was born out of the notion that we all need a little extra Love.

That's why all of our items are gently used and pre-owned, to give a new life to authentic, unique items such as pre-loved handbags, clothes, watches, jewelry and home decor pieces.

Our story began in 2018 in our inspiring capital of Riyadh, but the real story lies within each and every special item that we handpicked for our boutique. Not only is each piece carefully selected, but it is done so with the aim of bringing sustainability to the forefront of the fashion industry.

By upcycling and continuing the story of these items, we are not only making a vote for positive change in the world but we are also inspiring others to do the same.

We want to let people feel the joy of wearing clothes and passing them on through a Saudi platform that gives a new life to pre-loved items.

**BUY LESS.
CHOOSE WELL.
MAKE IT LAST.**

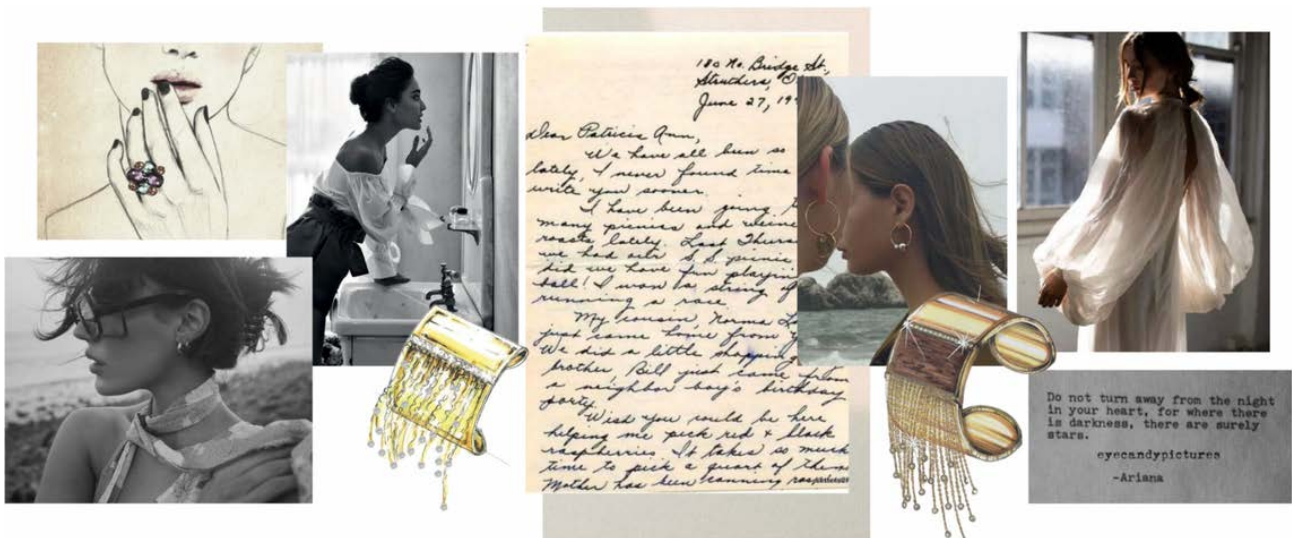


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A Mother's Heart & A Daughter's Soul

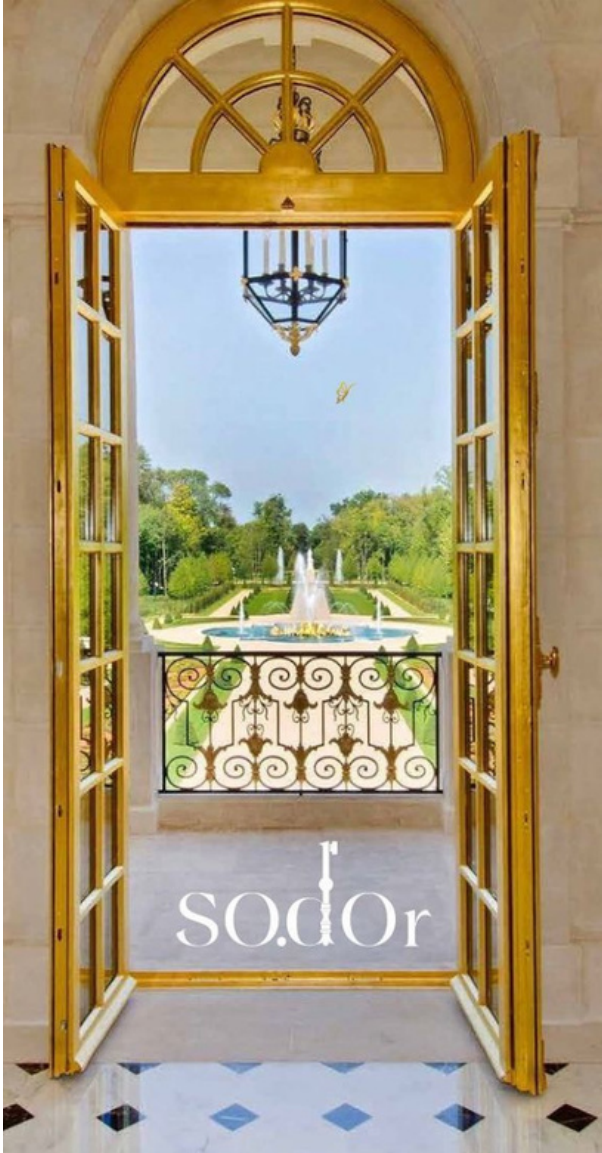
SOLY is based on a mother and daughter's mutual love for jewelry; this includes the makings and idea of bringing a jewelry design to life. SOLY wishes to bring loved ones closer to each other with their jewelry. We believe that each jewelry has its own story to tell and holds a meaning. Something personal, something exclusive, something for everyone.



All of SOLY's design are unique and there's only one in the entire world - and they all start from a sketch. These sketches are as precious as the actual product itself since it is the process behind creating the product and the brand.



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Our Story

It started with the love of sharing, sharing the best hospitality experience that provides bespoke concierge services. SO.d'Or invites you to reveal the secret treasures of Saudi Arabia and beyond.

The project was created inline with the 2030 vision of hospitality and tourism to provide the best Consultations and service enhancement programs for the hospitality sectors. From elite memberships to mystery shoppers and service enhancements, the SO.d'Or team always performs to the highest service standards.



Your key to an exclusive world

Our Mission

To help businesses succeed by providing service enhancement programs that enhance customer experience, increase customer satisfaction and loyalty, and drive growth.





SORA COLLECTION

**13 books discovering 13 regions
of the Kingdom of Saudi Arabia**



*While these books don't tell the entire story,
think of them as a delightful starting point
to your own path of discovery.*

Sora

The Sora Collection is based on the vision
of HH Princess Sora Saud and her love for
all the wonders of Saudi Arabia.

Our Story

I believe Saudi Arabia is a treasure to be explored and celebrated. To honor my country, I created the Sora Collection, a 13-book series and a love letter to my country. Within the pages, I tried to capture the essence of Saudi to share with the rest of the world. From beautiful sights and flavors to our diverse history stretching back for thousands of years to the people – my people – whose kindness and hospitality forever changed me, this series exposes the heart of the Kingdom by digging deep into each one of our 13 regions.





Serving people...with innovation



اتفاقية تعاون، دعم وتطوير
أحياء الإنسانية ومؤسسة الخير الوقفية
(خير السعودية) لدعم البرامج التكافلية
لمدة عام كامل ٢٠٢١م

Our Story

In partnership with my husband, I was proud to co-found Ahyaha Foundation, an organization dedicated to supporting humanitarian outreach. Sustainability and innovation are at the heart of our work as we lead projects that foster human development through interactive community programming. Simply put, our mission is to create better possibilities for today's generation – and tomorrow's potential.

Ahyaha Humane Foundation stems from its belief that sustainable humane work is the base of prosperous social life. In fact, pursuing journeys through worlds of creativity and innovation is humane work's secret recipe to level up communities.

Our Mission

To enhance the quality of life and enable civil society through supporting innovative initiatives with sustainable impact.

Our Vision

We aim to attain leadership in sustainable philanthropy.





THANK YOU

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