

### LUX\* SOUTH ARI ATOLL HAS IT ALL THIS SUMMER

LUX\* South Ari Atoll in the Maldives is set for this summer, offering guests a total escape from everyday life, in a relaxing private island setting where the atmosphere is beach-house chic.

This picture-perfect island of Dhidhoofinolhu, home to LUX\* South Ari Atoll, is one of the largest islands in the Maldives. A slice of tropical heaven, where laid-back luxury blend itself with the warmth of traditional Maldivian hospitality, and complemented by sparkling events and experiences, LUX\* South Ari Atoll is as ideal for families and groups of friends as it is for lovers' romantic moments.

In addition to its stunning private villas with infinity pools, there is an almost unique wining and dining choice between eight restaurants and five bars, including a famous Beach Rouge bar and restaurant. Following a major refurbishment, LUX\* South Ari Atoll has now brought fashionable island living to the Maldives for a real taste of the dolce vita.

Guests will be delighted, even amazed, by the wonderful avant-garde design style, the work of P49 Deesign, Thailand's foremost interior designers. P49 Deesign has created to perfection a stylish atmosphere that is at once lively, playful and fun, delivering an unconventional atmosphere that integrates beautifully into LUX\* South Ari Atoll island living. No detail has been overlooked – even small areas like the ladies and men's restrooms have become attractive features in themselves, as the aim has been to create a bright, fresh feeling throughout the resort. There are particular spots on the island that have always enjoyed the most incredible sunrises and sunsets but LUX\* South Ari Atoll now offers some really delightful moments and surprises everywhere guests turn.

The accommodation is an experience in itself whether guests choose to stay in rooms or villas dotted at the water's edge alongside four kilometres of fine sandy beaches or perched on stilts above a crystal-clear lagoon. There is an astonishing range of choices, including heavenly Temptation Villas, suspended over the ocean with private overwater pools, and Beach Villas also with their own pools. Every room, suite and villa at LUX\* South Ari Atoll has been designed to make the most of the enchanting surroundings. Light, airy and wonderfully spacious, decked with splashes of bright island colour and with sweeping views of the beach and sparkling lagoon, each room breathes understated luxury.

Staying at LUX\* South Ari Atoll gives guests the feeling that they're living in a picturesque village in the middle of the ocean. For those staying in a private overwater villa there's no better way to explore the island than by hopping onto the bicycle with which each of them is equipped – or on foot, as in all secluded places.

LUX\* South Ari Atoll delivers everything that a LUX\* lighter, brighter holiday promises, including its dine-around programme where half-board, full-board and all-inclusive guests can select from an amazing eight restaurants and five bars. The spectacular choice includes a sophisticated take on a bustling Asian night market – the spectacular East Market standing on stilts over the water. It provides a feast in itself, where guests can enjoy the savours and flavours of Vietnam, Thailand, Sichuan and more. Meanwhile, Umami is the place for fine wining and dining with its sushi open kitchen and teppanyaki and robata counters, as well as the Maldives' largest selection of sakés and Japanese whiskies. For more international cuisine, guests can head to Allegria, Senses and MIXE with specialities ranging from Mediterranean to Maldivian specialities, while Beach Rouge offers beach-club dining. There are even occasions worth travelling for from the other side of the world as Beach Rouge, the East Market and even a sandbank regularly host music and culinary events. Where else can guests dance to a DJ with their toes in the always-warm waters of a tropical lagoon or experience a taste of the best of South-East Asia in a night market standing suspended over the sea?

On top of all that, LUX\* South Ari Atoll has many of the famous Reasons To Go LUX\*. It's not the kind of conventional resort where guests soon know where everything is. LUX\* is all about the discovery of the unexpected like its LUX\* Photo Fanatics studio, Junkart Studio and its Wanderlust Library.

LUX\*'s vision is to offer guests a different kind of luxury which celebrates life and makes each moment special. Guests may discover talents they never knew they had by signing up for LUX\*'s famous and innovative expert-led workshops. The range varies from painting lessons with Sally Conwell, the Art of Travel Writing with Juliet Kinsman and Tibetan Sound Healing with Phoebe Joel. For those looking for new kinds of health experiences, there are masterclasses in DIY Kombucha, the hottest trend in health beverages, and Health Tonics with Gillian Kozicki, as well as DIY Chinese Medicine Therapies with Moxa Punk.

LUX\* South Ari Atoll is full of wonderful sensations, where guests can expect to revel in the unexpected. And of course what sets this and all LUX\* Resorts apart is the fantastic helpfulness and warmth shown by LUX\* team members, an entirely different approach to helping guests have their best holiday ever.

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### LUX\* SOUTH ARI ATOLL – FABULOUS SPECIAL OFFER

For a limited period only, travellers intending to stay at LUX\* South Ari Atoll can take advantage of some very special offers.

Guests who book by 31 August 2017 for stays between 10 June 2017 and 24 December 2017 get:

- Up to 48% off for bookings made and confirmed in a Beach Pavilion
- Up to 55% off for bookings made and confirmed in a Beach Villa, Beach Pool Villa or Water Villa
- Up to 60% off for bookings made and confirmed in a Romantic Pool Water Villa, a Temptation Pool Water Villa and a LUX\* Villa

#### Details & conditions:

- Applicable on Best Available Rate conditions only
- Booking period: from 10 to 30 June 2017
- Stay period: from now to 24 December 2017
- Blackout dates: 3 to 14 September 2017 and 20 to 28 October 2017
- Quotations on LUX's website already include applicable special offers and conditions
- This offer is applicable per room type as above
- All reservations have to be guaranteed at the time of booking by credit card.
- This offer is valid subject to availability

For any further information required, please e-mail LUX\* Resorts, [reservation@luxresorts.com](mailto:reservation@luxresorts.com).

For further information, contact Axelle Mazery, Group Press & PR Manager LUX\* Resorts & Hotels  
E: [Axelle.Mazery@luxresorts.com](mailto:Axelle.Mazery@luxresorts.com) or visit our [online media centre](#)

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LUX\* Resorts & Hotels helps people to celebrate life by delivering consistently on the promise of a different kind of Luxury; hospitality that is Lighter.Brighter. LUX\* stages exceptional experiences in different locales – whether on the Beach, in the City or in Nature – by banishing thoughtless patterns and being more simple, fresh and sensory than our competitors.

The resorts and hotels in the LUX\* portfolio include LUX\* Belle Mare, Mauritius; LUX\* Le Morne, Mauritius; LUX\* Grand Gaube, Mauritius; LUX\* South Ari Atoll, Maldives; LUX\* Saint Gilles, Reunion Island, LUX\* Tea Horse Road Lijiang, Yunnan Province, China, LUX\* Tea Horse Road Benzilan, Yunnan Province, China and LUX\* Bodrum, Turkey.

Other new properties in the pipeline and opening soon LUX\* Al Zorah, United Arab Emirates; LUX\* North Male Atoll, Maldives; LUX\* Sud Sauvage, Reunion Island, LUX\* Tuscany, Italy, LUX\* Dianshan Lake, China, LUX\* Lakes, Chengdu, China, LUX\* Phu Quoc, Vietnam and LUX\* Grand Baie Mauritius

LUX\* Resorts & Hotels is a member of Lux Island Resorts Co Ltd, which is listed on the Stock Exchange Market of Mauritius and is an affiliate member of IBL, a major economic player in the Indian Ocean, leader of the "Top 100" Mauritian companies. IBL is active in key sectors of the Mauritian economy, representing a portfolio of approximately 300 subsidiaries and associated companies.

Other properties managed by LUX\* Resorts & Hotels are Tamassa, Bel Ombre, Mauritius; Merville Beach, Grand Baie, Mauritius and Hôtel Le Récif, Réunion Island, as well Ile des Deux Cocos, Mauritius, a private paradise island.

#### 100% CARBON FREE HOLIDAYS AT LUX\* RESORTS & HOTELS

LUX\* Resorts & Hotels strongly believes in sustainable tourism development, and has embarked in a journey towards a carbon clean future through its project "Tread Lightly". Tread Lightly is the offsetting 100% of the carbon emissions emitted during guests stay. The carbon offsetting contribution is used to support various offsetting projects in developing countries within the regions where LUX\* is operating. To learn more about the LUX\* Tread Lightly €1 per day voluntary participation carbon-offsetting fee, please visit [www.luxtreadlightly.com](http://www.luxtreadlightly.com)

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