

SEE THE MALDIVES IN A NEW LIGHT AT LUX* SOUTH ARI ATOLL

World-renowned luxury resort and hotel operator **LUX* Resorts & Hotels** is known for a different style of holidaying – a lighter, brighter way of celebrating life – and its newest resort **LUX* South Ari Atoll** opened last week in the Maldives.

The brand's latest five-star resort has been entirely reimagined, with a chic beach-house style. Innovative and trend-setting, it features a contemporary atmosphere while protecting the cocooned tropical-island atmosphere. **LUX* South Ari Atoll** is not just about luxury and aesthetics: it's a resort with a soul. Playful, fun, modern this is paradise – for travellers looking for a distinctive experience in the Maldives.

Dotted at the water's edge along two miles of pure white sand beach and perched on stilts above a crystal-clear lagoon, are 193 super-spacious pavilions and villas designed by P49 Deesign. The seductive flood-lit over-water villas promise freedom, privacy and intimacy. 46 Romantic Pool Villas each have private 7m suspended infinity pools, and three Temptation Pool Water Villas boast a 14m pool and this forms the resort's adults-only sanctuary. These villas enjoy twin showers, private terraces incorporating a unique couples' love nest, and a deck with steps down into the sea, perfect for enjoying the turquoise blue waters of the Indian Ocean.

The spectacular range of eight restaurants and five bars includes a sophisticated take on a bustling night market; guests can head to East Market where they can enjoy flavours from Vietnam, Thailand and Sichuan among others. Umami promises fine dining from the open sushi kitchen, teppanyaki and robata counters as well as the Maldives' largest selection of sakés and Japanese whiskies. Allegria, Senses and MIXE satisfy international palates with Mediterranean to Maldivian specialities and the new Beach Rouge introduces fresh beach-club dining experience to the island. Visit www.luxresorts.com/en/hotel-maldives/luxsouthariatoll for more information.

The **LUX* Me** spa and its overwater treatment villas set the tone for a Zen-inspired reboot of its own. The facility incorporates a traditional Chinese teahouse, a dedicated zone for brand new skin and body care experiences and an extended lagoon-view relaxation area. For those in search of the ultimate personalised spa experience, try the once-in-a-lifetime 10 hands massage. A Zen wellness pavilion accommodate a wide range of alternative wellbeing activities including yoga, meditation, pilates, tai chi and qigong, all of which are overseen by an expert wellness concierge. **LUX* Me** is all about a tailored approach to your wellbeing, whether it be spa, fitness, yoga, meditation, nutrition or a unique combination tailored especially to your needs.

Graced by one of Maldives' most spectacular lagoon of crystal-clear waters, **LUX* South Ari Atoll** offers the finest choice of water sports of any Maldives' five-star resort. **LUX*** was the first to offer flyboarding and hoverboarding and once again introduced the Maldives' first: jet-surfboarding. No wonder the resort is referenced as #ThePlacetoBeMaldives.

LUX* South Ari Atoll promises a lighter, brighter, more enlightening holiday experience. Stay tuned for events worth travelling around the world for as Beach Rouge, the East Market, and even a sandbank hosting music and culinary celebrations. Where else can guests dance to a DJ with their toes dipped in the warm ocean or taste the best of South-East Asia in a suspended over-the-water night market?

Paul Jones, CEO of **LUX* Resorts & Hotels** confides: "The focus around the creation of a new **LUX* South Ari Atoll** has been as much about the transformation of the property as it has been about the enhancement of the guests' experiences. For this, our team has worked effortlessly on enriching the moments that matters, and we have created new and exciting Reasons To Go **LUX***. I am convinced that places you remember are the ones that inspire you; those that have a soul and caring people. **LUX* South Ari Atoll** has this magical mix."

LUX* South Ari Atoll will of course include all of **LUX***'s popular features and Reasons To Go **LUX*** including a **LUX* Me Spa**, a dive centre with a property marine biologist, a **Café LUX***, ICI ice-creams, a gym, a kids' club, organic gardens, a Tree of Wishes and an outdoor Cinema Paradiso to name a few.

On top of that, the opening of this new resort was the perfect opportunity for the brand to present a series of more Reasons To Go **LUX***. Stay at a conventional resort, and before long you know where everything is. That doesn't happen at **LUX***. Spontaneity and surprises are in our DNA with the new Reasons To Go **LUX*** making a debut at **LUX* South Ari Atoll** this month.

- **LUX* Photo Fanatics** — **LUX*** means light, and so it is also in spirit, so it should come as little surprise that **LUX*** is a brand that loves the art of photography. Introducing Photo Fanatics, a unique image-capturing experience that will help guests seeking to create and capture the moments that matter, using a smartphone or a traditional camera or SLR.

- **Junkart Studio & Gallery** — Many regret the lack of time during their everyday lives to learn a new skill or revive a forgotten hobby. **LUX*** believes that a vacation can be the perfect time to explore something new or revisit old skills and passions. Guests at **LUX*** are invited to have fun making one-off artworks and sustainable souvenirs from up-cycled materials.

- **Wanderlust Library** — Make up for that last-minute pre-holiday book buy at the airport or magazine selection limited by how much your hand luggage can take. **LUX*** understands the desire to try new things, especially on holiday. To encourage this **LUX*** has curated the ultimate collection of books and magazines, to be enjoyed in a cocooned air-conditioned place which will stimulate your travel senses and expand your horizons.

- **Master Chef** — The joy of cooking and the fun of the whole family getting involved is unrivalled. Cook with a professional chef and take home some new tricks.

The remodelling of **LUX* South Ari Atoll** doesn't just mean a contemporary, characterful new look; guests can also expect a remarkable and insightful cultural calendar. Entirely new for the Maldives, **LUX* South Ari Atoll** hosts short expert-led workshops throughout the year, with leading practitioners from diverse, creative and inspiring walks of life. It's always a privilege to spend time with inspiring individuals who are happy to share their unique wisdom and skills.

The brand vision is to offer our guests different luxury hospitality experience; helping people celebrate life, by making each moment matter. In this context, guests will have the opportunity to enjoy themselves with a series of workshops which could reveal innate talents, hidden talents.

The workshops are as varied as they are numerous. There are painting lessons with Jeannine Platz, a motivation workshop with Ron Kaufman, food art with Samantha Lee and photography with world-renowned travel photographer Michel Freeman. For the ones looking for some healthy and fitness options, this has also been taken care of with masterclasses from fitness guru Anna Victoria, and also the opportunity to explore underwater with the freediving world record holder William Winram. For more information, visit www.luxresorts.com/en/hotel-maldives/luxsouthariatoll

What makes **LUX* South Ari Atoll** so special is its spirit, team members, and entirely different approach to helping you have the best-ever holiday. **LUX*** promises a journey for the senses, where – in true **LUX*** style – you can expect the unexpected.

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**For further information, contact Axelle Mazery, Group Press & PR Manager LUX* Resorts & Hotels
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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, and LUX* Tea Horse Road Benzilan, Yunnan Province, China. LUX* Lijiang and Benzilan hotels are start of a collection of six luxury boutique hotels along an exciting new circuit of distinctive stays allowing guests to discover the legends of the Tea Horse Road first hand.

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* Bodrum, Turkey, LUX* Dianshan Lake, China and LUX* Phu Quoc, Vietnam.

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.