

LUX* Resorts launches “**Beautiful World**” in China

22 March 2013 - LUX* Resorts – Floréal – LUX* is honoured to have hosted one of the most prestigious Chinese press trips organized in Mauritius. The presence of Chinese journalists from such exclusive publications as Vogue, Tatler, Reluxe, Elite Traveller, Travel & Leisure contributed to the tailoring of the LUX* Resorts name for the Chinese market.

The aim was to find a meaningful translation of the LUX* Resorts brand and individual resort names whilst capturing the essence of LUX* and providing the Chinese consumer with a meaningful name that they can relate to and remember. This gave birth to “**Beautiful World**”.

The pronunciation of “**Beautiful World**” is very close to LUX* in Chinese. It represents what the World of LUX* is all about, a teaser and a meaningful window to the world of LUX* Resorts and the destinations they reside in. The name reflects the vision of the group; that each moment matters, while drawing inspiration from its environment.

"The Asian market is key to the growth of our destinations, and we wanted to take our brand a step closer towards this important market." said Julian Hagger, CSMO of LUX* Resorts.

LUX* Resorts has already engaged in new innovative ways of catering to this new market. The recruitment of chefs specialized in Chinese cuisine will ensure that the cuisine is tailored to their needs. Special emphasis is laid on language skills whereby the LUX* team members are being trained in Mandarin. The Chinese adaptation of our brand name, which means 'Beautiful World', aim at increasing our brand recognition on the market and building a bridge to our destinations. Chinese tourists who have already visited our resorts simply love the islands in which we operate. We must now do everything possible to ensure that they experience an unbelievable time in our destinations" says Paul Jones the CEO of LUX* Resorts.

LUX* Resorts

丽世度假村

Beautiful World (Li 4Shi4)

LUX* Resorts properties in Mauritius, Maldives and La Reunion are listed here below with their respective names translated in Chinese :

LUX* Belle Mare

美岸丽世度假村

LUX* Le Morne

莫纳山丽世度假村

LUX* Grand Gaube

传奇丽世度假村

LUX* Maldives

马尔代夫丽世度假村

LUX* Ile de La Reunion

留尼旺丽世度假村

For further information please visit
luxresorts.com

LUX* Resorts is a collection of premium hotels in the Indian Ocean where guests can celebrate island life and enjoy light living; it is the new name and consumer brand for the luxury hotels previously operated under the "Naiade Luxury Resorts" umbrella. The five resorts in the LUX* portfolio are LUX* Belle Mare, Mauritius; LUX* Le Morne, Mauritius; LUX* Grand Gaube, Mauritius; LUX* Maldives and LUX* Ile de la Réunion.

The remaining properties previously operated by "Naiade Resorts" will be part of the "Produced by" LUX* Resorts portfolio. These resorts will continue to be known as Tamassa, Bel Ombre, Mauritius; Merville Beach, Grand Baie, Mauritius and Hôtel Le Récif, Ile de la Réunion as well as Ile des Deux Cocos, Mauritius, a private paradise island.

In a world where time is precious, each moment matters, experiences and emotions are more valuable than material things. The brand's Island Light concept is inspired by the nature, culture, flavours and wares of island life, presenting a true taste of Mauritius, La Réunion and the Maldives. Clear rather than cluttered, free rather than formal, spontaneous rather than predictable, LUX* Resorts are simpler and fresher, lightening, brightening and heightening the island resort concept.