

## LUX\* SAYS 'WE DO'

When couples imagine their dream wedding – or make plans to renew their vows – they often envisage a tropical island as the spectacular and romantic setting. It conjures up an image of a beautiful, deserted beach, with the waves gently lapping their feet – an intimate occasion which might well only include themselves, the officiant and a photographer to capture the magic of the moment.

In reality, they are often ushered through the busy heart of a resort, just in time for their appointed slot underneath the cliché of a flower-entwined arch. Their wish for a private, intimate commitment becomes a public spectacle, as nosy holiday-makers gawp and take photographs of what should have been a private occasion.

LUX\* Island Resorts offers a very different sort of tropical island wedding experience to this. LUX\* - named after the Latin for Light – is dedicated to achieving a lighter, brighter and altogether fresher version of the standard island holiday. It applies this to everything it does, including weddings and vow-renewal ceremonies.

Rather than hosting multiple weddings in one day, LUX\* has a policy of only one such occasion per resort each day. LUX\* in-house wedding co-ordinators invite couples to choose from a variety of spectacular sun, sea and sand settings, taking special advantage of some of the quieter spots to stage a truly intimate and personal ceremony. The making of the vows is always magical and memorable, not least because of the wedding co-ordinators' skill in using a variety of local wares and artefacts to add special, local touches - vintage sailing boats aged by sun and surf perhaps, or brightly-coloured sarongs hung between palm trees like an Indian Ocean equivalent of bunting.

In addition, LUX\* has a roster of talented, creative photographers on its books, each with a variety of interesting, locally-sourced props available, ensuring every wedding shoot really is individual to the couple concerned. They might pose on an old Mauritian bus perhaps – or be led to their chosen setting on a horse decked out in festival finery. While Mauritian weddings are 100% legal, the same is not true of the Maldives – however, it is a popular destination for those wishing to experience a more exotic vow-exchanging ceremony after wedding legally in their own country. This could, for example, take place on a Dhoni during a sunset cruise, or on a sand bank with the groom arriving by jet ski.

As CEO of LUX\* Island Resorts, Paul Jones, says: “LUX\* is committed to the principle of Helping People Celebrate Life. What better promise to make when helping couples plan what is surely the happiest and most important day of their life?”

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LUX\* Island 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 (formerly Beau Rivage); LUX\* Le Morne, Mauritius (formerly Les Pavillons); LUX\* Grand Gaube, Mauritius (formerly Legends); LUX\* Maldives (formerly Diva) and LUX\* Ile de la Réunion (formerly Grand Hôtel du Lagon).

The remaining properties previously operated by “Naiade Resorts” will be part of the “Produced by” LUX\* Island 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\* Island Resorts are simpler and fresher, lightening, brightening and heightening the island resort concept.