

LUX* Belle Mare Comes Out

#ThePlaceToBeMauritius

Like beauties that turn heads, hotels that truly change the game are a rare breed.

Even fewer and far between, is one that not only tears up the resort rule book and changes the way we experience luxury vacations but which also redefines the destination where it's found.

Three years in the making and two short months in the completion, **LUX* Belle Mare**, the flagship property of **LUX* Resorts & Hotels**, finally comes out in time for the season. From 1st September 2014, its introduction onto the scene puts Mauritius right back on the map and amid its seemingly infinite choice for the luxury traveller, the finished **LUX* Belle Mare** heralds the beginning of a new era for the island.

In its quest to deliver a "Lighter. Brighter." brand of luxury, **LUX* Belle Mare** not only presents an irresistible reason to discover the island for the first time but for those who think they know Mauritius, a reason to return. Imagine what you'd expect from a deluxe five star resort in the Indian Ocean - then think again. Once again, Mauritius is cool and **LUX* Belle Mare** is the place to be.

Now boasting a complete inventory of villas, rooms and suites by global design queen **Kelly Hoppen**, the accommodations at **LUX* Belle Mare** are unlike anything else in Mauritius – a real beach home away from home. Bedrooms are home to his and her minibars and Café LUX* coffee makers supplied with fresh coffee roasted on-site. An all-new, in-room entertainment system showcases 48 channels and video on demand in six languages, which are presented vividly on 48 inch IPTVs and in high fidelity surround sound from a state-of-the-art Focal® system through which guests are also able to stream music from their personal devices via Bluetooth. Free high-speed internet and a comprehensive range of international sockets complete the technology menu. Most importantly, every room features the LUX* rest set-up, comprising the company's exclusive **LUX* Sleep Tight** mattress and super high thread count Egyptian cotton linens for comfort and indulgence.

A fairytale-like spirit permeates the public areas and extensive landscaped gardens (courtesy of **Stephen Woodhams**), which are punctuated with pop-up places to dine, drink, socialise and retreat.

The main restaurant **M.I.X.E** turns back-to-front conventional all-day dining, featuring a display wood fired oven and grill, live cooking stations, a complete Chinese kitchen and a Japanese Teppanyaki corner, Indian tandoors, plus naughty surprises for the sweet tooth.

AMARI by Michelin-starred celebrity chef **Vineet Bhatia** presents the textures and flavours of India. This is a Mahâbhârata of flavours and colours served in minimalist opulence. Heading further east, **DUCK LAUNDRY** is the place for contemporary Chinese cuisine, with Peking duck a house speciality. Dim sum, live noodle stations featuring the signature "**Dândân miàn**" and a Chinese barbecue complete this oriental offering.

BEACH ROUGE is where the island's elite hang out, chill and party. Evoking the laid-back vibe of the French Riviera this bright, airy venue frames postcard views of a perfect beach and the bluest lagoon beyond – a colour motif that punctuates the lunchtime experience, before fiery reds transform the backdrop for evenings of good food and company accompanied by live music and dancing, curated by **Playlister's** Ben and Dan, and regular guest DJ's spin the night away.

In this country of sugar, LUX* pays homage to this quintessentially Mauritian produce with **MARI KONTAN** – a cabana-style boutique showcasing the history, language, culture, food, rums, music and dance of Mauritius including a selection of local products. The **K-BAR** (muse **Ms Hoppen**) entertains with its dragon-inspired cocktails and headlines with another LUX* first: a microbrewery design centrepiece adorns the bar, where on tap can be found an exclusive range of craft beers that may also be personalised and delivered to the in-room bar!

CAFE LUX* is the stage for an authentic and passionate coffee house experience making a feature of green organic beans roasted in the resort's very own roastery. All the coffees are now prepared with fresh Mia milk, delivered direct from the island's first working dairy. No taint of UHT at LUX*.

No less refreshing is **ICI** - a bewildering assortment of island-flavoured ice creams and sorbets served in waffle cones that are baked right in front of your eyes. There is also a delicious choice of ice creams and lollies on sticks.

THE TEA HOUSE features the finest oriental teas served following the ancient ceremonial traditions.

LUX* Me emerges from a ground-up rebuild as arguably the best spa on the island. Zhengliao, a deeply curative and corrective treatment drawing on several branches of Chinese medicine is one of the new signature treatments. Balinese, Thai, Swedish and Ayurvedic complete the amazing offer. Shirley Page has designed new, restorative facial treatments to provide our guests with a new refreshed look to take home! The spa retail offers a new range of over 120 **LUX* ME** products to delight both ladies and gentlemen. A state-of-the-art **Technogym** measuring around 200 square metres with the latest range of equipment and courses designed and personalised to match your goals with dietary advice should you wish to complete an integrated wellness program. Experience sun salutations at the new **EAST BOARD WALK DECK** whilst watching the spectacular sunrise in the company of our Yoga Guru.

Conscious that travellers are spoilt for choice when it comes to holiday options, **LUX* Resorts & Hotels** developed its original **Reasons To Go LUX*** including firm favourites Phone Home, (free phone calls from London telephone boxes), Message in a Bottle (quirky acts of kindness), Scruicap (superlative house wine from the wine lands of South Africa), Screen on the Beach (outdoor cinema paradiso) and Starry, Starry Night (exploring the skies of the southern hemisphere by telescope).

To celebrate the debut of **LUX* Belle Mare**, six new Reasons To Go LUX* are also making their first appearance – a new round of product and experience innovation to be discovered across the whole portfolio of **LUX* Resorts & Hotels** in Mauritius, La Réunion and the Maldives. Prepare to be surprised and to be delighted.

Ultimately, luxury is all about service and here at **LUX* Belle Mare** it shines brighter than ever as every one of the 400 plus Team Members, rested and newly-trained, strives harder than ever to help people celebrate life. Intuitive, friendly and unpretentious - they create an atmosphere that is as soulful as it's sybaritic.

Comments Paul Jones, CEO of **LUX* Resorts and Hotels**, "I have personally opened and re-opened several luxury hotels in Mauritius and world-renowned resorts further afield. Nothing has excited me more than the creativity and passion with which we have prepared and finished **LUX* Belle Mare**. She emerges as a true beauty and a credit to her island home."

The new belle of the Mauritian ball invites the world to celebrate life with her and to experience her island in a totally new LUX*.

ENDS

For more information: PRCO UK , Emma Lipman email :elipman@prco.com , or find out more on our [online media centre](#)

LUX* Resorts & Hotels is a collection of premium resorts & hotels promising a differentiated approach to luxury, that is spontaneous and authentic. The resorts and hotels are conceived to Inspire, Surprise & Delight guests, by offering a distinctive and imaginative lifestyle vacation experience, where guests can celebrate life and enjoy light living.

The resorts and hotels in the LUX* portfolio are LUX* Belle Mare, Mauritius; LUX* Le Morne, Mauritius; LUX* Grand Gaube, Mauritius; LUX* Maldives, LUX* Ile de la Réunion, LUX* Lijiang, China, and soon LUX* Al Zorah, UAE.

LUX* Resorts & Hotels are places where each moment matters. It's where the ordinary is done extraordinarily. It's a rest from which you return, both invigorated and inspired. Clear rather than cluttered, free rather than formal, spontaneous rather than predictable, LUX* Resorts & Hotels are simpler and fresher, lightening, brightening and heightening the resorts & hotels concept.

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