



P R E S S R E L E A S E

FROM VILLA TO WAVE— LUX* NORTH MALÉ ATOLL INTRODUCES A SURFER'S PARADISE



Sandbank at LUX* North Male Atoll

23 August 2019, Male - LUX* North Malé Atoll introduces The LUX* Break; its very own surf point with ideal conditions for kite and wave surfing. Whether seeking exclusive kite surfing spots or the perfect mix of waves to ride just minutes from the resort, LUX* North Malé Atoll serves it all for avid surfers and beginners alike.

Kite Surfing

Guinness world record holder for the first to cross The Bering Strait from Russia to Alaska in 2011, as well as four-time Russian national champion of Kite Freestyle, Evgeny (Jackson) Novozheev, has given his seal of approval to LUX* North Malé Atoll's various surfing spots.

“The resort is a kite surfer's paradise with its wind conditions, shallow waters and warm temperatures. The breezier months from May to September offers wind speeds between 11 and 20 knots, complemented by the spacious lagoon as well as the nearby sandbank, which is perfect for kite surfers to take off in any direction. Beginners can also use the sandbank as a playground to learn to manoeuvre the equipment. Overall, the light to medium consistent winds are perfect for kite foiling” says Jackson.

*LIGHTER, BRIGHTER.

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Wave Surfing

The LUX* Break, just five minutes from the resort, serves up gentle, rolling waves during certain conditions between May and October, exemplary for all levels of experience for riding the waves. For surfers seeking additional adventures, the resort provides guided excursions to five of the country's most famous surf spots located 20 to 40 minutes by speedboat.



In collaboration with Best Dives Maldives, the resort offers the highest standards of equipment for rent from PASSION MKIX and VISION MKIX kites to BLISS 39 V5 LTD and PLACEBO V6 M boards, as well as board binding, fins, harnesses and pumps.

For beginners, experienced instructors are on hand for one-on-one instruction. The resort can also organise private speed boat transfers with catered lunch as well as a photographer to capture the exhilarating moments.

Picture Perfect Views at LUX* North Malé Atoll's Lagoon

Book a stay at LUX* North Malé Atoll by 30 September 2019 at 20% off and free meal upgrades. To make a reservation, book on www.luxnorthmaleatoll.com or contact the reservations team at stay@luxnorthmale.com or +960 668 2600.

Read more on the latest news and happenings in The Lux Collective's [Media Centre](#).

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NORTH MALE ATOLL
MALDIVES

PRESS RELEASE

About The Lux Collective

The Lux Collective is a global hotel operator headquartered in Singapore and manages brands LUX*, SALT, Tamassa, SOCIO and Café LUX*. Other properties managed by The Lux Collective include Hotel Le Recif, Reunion Island as well as Ile des Deux Cocos, Mauritius, a private paradise island. Successful hospitality experiences are created through hard work, passion and the collaboration of people with diverse skills. The Lux Collective work together with some of the most passionate and creative thinkers and doers. Together with their team members, stakeholders, vendors and partners, they create and deliver some of the leading hospitality experiences in the world. Putting people first is the core of their culture as well as staying true to its values of being passionate, responsible and innovative in all that they do. The Lux Collective make each moment matter by caring about what matters.

An affiliate member of IBL, a major economic player in the Indian Ocean, and a 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.

The Lux Collective currently owns and/or manages:

LUX* Resorts & Hotels

Mauritius: LUX* Grand Gaube Resort & Villas, LUX* Belle Mare Resort & Villas, LUX* Le Morne Resort and LUX* Grand Baie Resort & Residences (opening 2020)

Maldives: LUX*North Male Atoll Resort & Villas and LUX* South Ari Atoll Resort & Villas

Ile de la Reunion: LUX* Saint Gilles Resort

Turkey: LUX* Bodrum Resort & Residences

China: LUX* Tea Horse Road Lijiang, LUX* Tea Horse Road Benzilan, LUX* Tea Horse Road Dali (opening mid 2020), LUX* Zhuhai (opening 2020) and LUX* Luxelakes, Chengdu (opening 2022)

Vietnam: LUX* Phu Quoc (opening 2020)

France: LUX* La Baraquette (opening 2021)

Italy: LUX* Tuscany (opening 2021)

UAE: LUX* Al Zorah, Ajman (opening 2021)

SALT Resorts

Mauritius: SALT of Palmar

China: SALT of Wolong, Sichuan (opening 2020)

Tamassa

Mauritius: Tamassa Bel Ombre

SOCIO

Mauritius: SOCIO Trianon (opening 2021)

About LUX* Resorts & Hotels

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.

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Press contacts:

LUX* North Malé Atoll Resort & Villas

Mona Sedghi
Cluster PR & Communications Manager
mona.sedghi@luxmaldivesresort.com

The Lux Collective

Grace Lee
Vice President, Public Relations
grace.lee@theluxcollective.com

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