



LUX* Grand Baie's Beach Rouge Named The World's Top Seven Beach Clubs By Net-A-Porter



Mauritius, 19 July 2024 - Luxury global hospitality group [The Lux Collective's signature beach club - Beach Rouge at its flagship resort LUX* Grand Baie has been](#) recognised as the globe's top premier seven beach clubs by world-acclaimed **Net-A-Porter**.

Renowned for curating the finest luxury brands with a 6-million-audience international multi-channel ecosystem, the trendsetting Net-A-Porter's endorsement underscores Beach Rouge's distinction as a coastal haven where sophistication converges with contemporary design in captivating white and red. Here, lounging becomes an art of living, where every detail is curated to offer an unparalleled entertainment experience.

Combining Mediterranean gastronomy with bohemian chic, Beach Rouge offers inventive menus that delight discerning epicureans, along with designer sunbeds surrounding the pool. Guests will be swept away by the DJ sets, infusing energy into the atmosphere. Just a few steps away, a terrace overlooks the vast scenic turquoise bay.

"Beach Rouge is a quintessential must-go beach club destination to chill and unwind when visiting Grand Baie. With **Life Extraordinary** as the brand promise of LUX*, our team is dedicated to providing bespoke and extraordinary experiences because it is our passion to make each moment matter," enthused **Nicolas Messian, General Manager of LUX* Grand Baie**.

The beach club, also functioning as a restaurant, hosts an array of lively events from culinary evenings with acclaimed chefs, electrifying pool parties to DJ nights pulsating with the trendiest beats. Tailored offerings await those looking to spend a day at the Beach Rouge. For more information, please visit the LUX* Grand Baie website or call +230 5942 9773.

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About The Lux Collective

[The Lux Collective](#) ("TLC") is a global luxury hotel operator headquartered in Singapore and manages brands [LUX*](#), [SALT](#), [TAMASSA](#), [SOCIO](#) and Café LUX*.

At the heart of its purpose, TLC makes each moment matter and cares about what matters. Putting people first is the core of TLC's culture as well as staying true to the values of being passionate, responsible and innovative in all that it does. By providing comfort through thoughtful and exquisite designs, TLC creates experiences that make each moment matter for all guests. It is committed to operating in considered and respectful manner that is mindful of future generations.

Through its signature Groupwide sustainability project Tread Lightly, The Lux Collective promises an eco-conscious stay throughout its hotels. Its partnership with Altruistiq, a group of CO2 experts, focuses on the environmental footprint and ensures that emission sources are tracked using the highest international Science-Based standard.

Growing the global presence, TLC currently manages 18 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China and Tanzania, and with 11 more hotels in its development pipeline in Asia and the Middle East.

An affiliate member of IBL, a major economic player in the Indian Ocean and a public-listed leader of the "Top 100" Mauritian companies, IBL is active in key sectors of the Mauritian economy, with a global portfolio of approximately 300 subsidiaries and associated companies.

About LUX*

[LUX*](#) 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 for the benefit of all our guests.

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