

LUX* South Ari Atoll Launches The New Temptation Beach Pool Villa Category *Presenting A New Icon Of Barefoot Luxury*



The Maldives, 16 March 2026 – Global luxury hospitality group **The Lux Collective's** award-winning resort, **LUX* South Ari Atoll in Maldives** has announced the launch of its newest accommodation category - the **Temptation Beach Pool Villa**, where thoughtful design blends with the breathtaking seascape. The resort is set to elevate barefoot luxury by the Indian Ocean to another level.

Designed as an intimate sanctuary where contemporary elegance meets island soul, the Temptation Beach Pool Villa redefines beachfront living in the Maldives. Inspired by the marine life, cultural richness, and natural beauty of the archipelago, this exclusive villa offers a refined yet playful escape, ideal for couples and families seeking privacy, space and eco-luxury.

Spanning **206 square metres**, the villa features **one bedroom, a designer lounge, a spacious dressing room, two bathrooms, an outdoor shower, and an expansive private patio**. At its heart lies a **14-square-metre sea-view design pool**, perfectly positioned to capture uninterrupted views of the Indian Ocean.

The interiors reflect LUX*'s signature aesthetic: light, contemporary and deeply connected to nature. The lounge is a sunlit retreat with plush daybeds that convert into additional sleeping spaces, bespoke furnishings, and coastal textures inspired by local craftsmanship. It features a customised beverage bar with driftwood-inspired legs and rattan door panels. Blue ombre curtains, teal sofa covers and woven fabrics accents reflect local artistry and natural textures.

The bedroom invites guests to wake up to panoramic beach views from a four-poster bed inspired by traditional Maldivian *dhonis*, framed by floor-to-ceiling glass door and ombré tones. Painted in soothing teal, the dressing room includes a coral-inspired island vanity area with dual washbasins and open storage. Tropical-embroidered tapestries and branch-shaped rails add to the elegance.

The spa-like bathroom experience is a highlight, featuring curved walls, terrazzo flooring, and a shell-inspired soaking tub for two, set against a tranquil mini palm garden with an outdoor shower.

Outdoors, the villa's striking pergola—designed to resemble the bow of a sailboat and adorned with nautical rope—shades a sun-drenched patio complete with custom loungers, a circular daybed, alfresco dining banquette, and underwater music in the shell-inspired plunge pool, creating a seamless blend of relaxation and sensory indulgence.

The Temptation Beach Pool Villa accommodates two adults and two children or teens, or two adults with one infant, making it as versatile as it is exclusive.

Winner of the prestigious Forbes Travel Guide Star Awards Five-Star Rating for the 3rd consecutive year as well as 2025 'Best for Families' and 2026 'Best Hotel Spa' Awards at the Condé Nast Johansens Awards for Excellence, LUX* South Ari Atoll's new Temptation Beach Pool Villa presents yet another unparalleled Maldivian experience, coupled with its commitment to sustainability and service excellence. Here, extraordinary moments await.

With this launch, LUX* South Ari Atoll continues to elevate the resort with innovative design and immersive experiences, inviting guests to slow down, reconnect and succumb to the allure of island life.

For reservations or further information, please visit www.luxresorts.com, contact stay@luxmaldivesresort.com, or call +960 668 0901.

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High-resolution photos can be downloaded at [the link](#).



About The Lux Collective

The Lux Collective ("TLC") is a Mauritian-born global luxury hotel operator 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 a 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 16 more hotels in its development pipeline in Africa, 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*

At LUX*, time is luxury. LUX* helps people to celebrate life by delivering consistently on the promise of a different kind of luxury; hospitality that is Lighter. Brighter. In a world where a deeper sense of connection can be hard to reach, even on vacation, it enables guests to break from the ordinary. Staging exceptional experiences in different locales – whether on the Beach, in the City or in Nature, it transforms the everyday into the extraordinary through elevated service, contemporary spaces and crafted escapes to truly disconnect and relax - **with Life Extraordinary**.

Media Relations

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