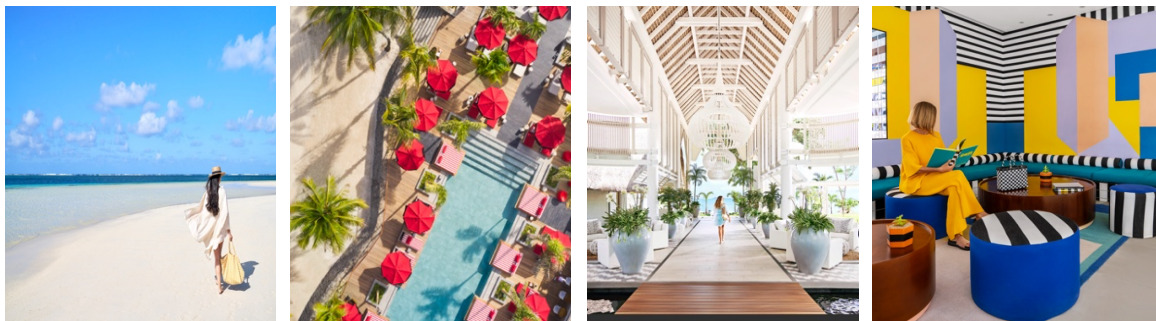


## The Lux Collective unveils one-of-a-kind <Women Who Travel> wellbeing package *A bespoke journey for women travellers*



L-R: Iconic postcard-perfect beach at LUX\* Belle Mare, Modernistic Beach Rogue at LUX\* Grand Baie, Contemporary retro-chic arrival at LUX\* Grand Gaube, Vibrant colourful lobby at SALT of Palmar

**Singapore, 20 September 2024** – In recent years, the travel industry has experienced a significant shift, with an increasing number of women embracing the freedom to explore the world on their own terms - for both adventure and relaxation. This transformative trend is evident with a surge in demand for women-centric travel experiences. **The Lux Collective is proud to introduce one-of-a-kind tailored package - <Women Who Travel>- that caters to discerning women travellers globally.** With wellbeing as the Group's core DNA, empowering journeys are about personal growth, holistic wellbeing and exploration.

The new bespoke wellbeing package, currently rolled out across its select award-winning resorts in Mauritius, will offer a suite of customised women-centric services and luxurious treatments that prioritise comfort and privacy - to ensure an enriching experience. The **curated <Women Who Travel> Package** focuses on a holistic wellness and self-care approach, extending into lifestyle practices and beyond - in line with the next-gen women travellers' growing emphasis on wellbeing and sustainability.

In Mauritius, the LUX\*-branded luxury resorts nestled along pristine shores offer a variety of exceptional travel experiences - making them ideal for women travellers, be it solo or group. For those seeking a secluded getaway, the eco-conscious retro-chic resort **LUX\* Grand Gaube** tucked away on a peninsula on the northern coast of Mauritius, combines elegance with casual sophistication, offering a mix of everything the island has to offer, from two tranquil beaches to gastronomic fine-dining destinations. With one of the most impressive coastlines in the Indian Ocean, the newly re-opened **LUX\* Belle Mare** situated on the island's wild east coast near the quaint village of Belle Mare emulates the essence of contemporary island living with a bounty of culinary experiences.

**Leading the luxury frontier, LUX\* Grand Baie** is located in the north of Mauritius, on one of the island's best beaches. This boutique-style ultra-luxury resort, designed by Mauritian architect Jean-Francois Adam with British designer Kelly Hoppen CBE, offers a spectacular setting coupled with Extraordinary Experiences – from creative dining concepts to state-of-the-art wellness and fitness facilities. **LUX\* ME Spa at LUX\* Grand Baie** features four floors with chic interiors, cutting-edge gym technology, spa therapies, hydrothermal experiences and Indian Ocean's first-ever outdoor roof-top fitness facilities - Muscle Up on the Roof.

The LUX\* ME Indulgences at **LUX\* Grand Gaube** (LGG) and **LUX\* Belle Mare** (LBM) comprise four curated beauty and wellness treatments - **Diagnostic Oway**, a 30-minute intense hair treatment with professional scalp massage, a 60-minute **Beauty Nails** session, the multi-sensorial 90-minute **LUX\* Signature Ritual** blending

traditional techniques and organic ingredients as well as **Dr Levy Celebrity Facial** with oxygen-infusion therapy for hydrated radiant skin.

At [LUX\\* Grand Baie](#) (LGB), the ladies-only experience includes a **Wellness Consultation**, one Turkish Hammam Pool relaxation session, a 30-minute **OWAY Hair & Scalp Treatment, Reverence Duo** - a 75-minute luxury manicure and pedicure with synchronised four hands treatment, a **LUX\* Signature Ritual** massage followed by **Time Revercell**, a Dr Levy Switzerland Medi-Luxe® Stem-cell Lifting Facial.

The luxurious wellbeing package at each respective resort includes:

- LUX\* ME Indulgences: A combination of four curated beauty and wellness treatments
- Female-only use of LUX\* ME Spa facilities upon reservation (8-9am LGG; 9-10am LGB & LBM)
- Wellness Consultation with a female consultant (LGB & LGG)
- 30-minute Turkish Hammam Pool Session from 8:30-9:30 am by appointment only (LGB)
- Bubbles served with canapés at room terrace, one set per stay (LGG)
- A bottle of wine and a tropical fruit platter (LGG & LBM)
- One Wellbeing Experience at the Spa per package per stay, between 9am and 2pm by appointment only. Non-exchangeable and non-refundable. Applicable for adults only.
- Validity: 1 November 2024 – 31 October 2025

Located on the eastern coast, **the first Design Hotels' member in Mauritius - [SALT of Palmar](#)** is a chic adults-only paradise and transformative wellness retreat. For modern explorers seeking meaningful travel experiences, it emphasises environmental preservation while offering cultural immersion. Connecting directly with locals, its Skill Swap programme is inspired by the sustainability ethos to take guests to people, not just places, at this colourful and design-inspired resort.

Its **<Women Who Travel> Package** features the **SALT Equilibrium** experience, which is at the heart of this offering. Conducted by a skilled female therapist, the combination of five holistic treatments begins with **Halotherapy** where the healing power of salt vapours, colour therapy, and calming music boost immunity. For those who enjoy a hands-on approach to beauty care, the **anti-aging DIY Moringa Face Mask** provides useful take-home techniques. The 45-minute botanical **SALT Facial** along with the 120-minute **Signature Body Treatment** and 60-minute **Medi-Pedi** will leave guests with a renewed glow.

The package includes:

- SALT Equilibrium experience of five curated beauty and wellness treatments with a female therapist
- One SALT Equilibrium experience at the Spa per package per stay, between 9am and 2pm by appointment only. Non-exchangeable and non-refundable. Applicable for adults only.
- Validity: 1 October 2024 – 31 October 2025

**The Lux Collective strives to deliver unforgettable luxury travel experiences in tranquil safe destinations whilst empowering women, through these thoughtfully-designed wellbeing packages.**

For reservations and details, please visit the website: [LUX\\* Grand Baie](#), [LUX\\* Belle Mare](#) and [LUX\\* Grand Gaube](#) and [SALT of Palmar](#).

-END-

**LUX\***

**tamassa**

**salt**

**SOCIO**



**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 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\***

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.

#### **About SALT**

[SALT](#) is a humanistic approach to hospitality launched in November 2018, connecting modern explorers with meaningful travel experiences. It introduces a new breed of hospitality for the culturally curious. Devoted to the wonder of all things local and sustainable, SALT takes guests to people - not just places. Unveiling the heartbeat of destinations and their communities, it gets them out there exploring – the SALT way.

#### **Media Relations**

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