

Renowned Olympian And Five-Time World Champion Emma Igelström Partners With LUX* South Ari Atoll For An Exclusive Wellness Retreat



The Maldives, 29 July 2024 – LUX* South Ari Atoll, the award-winning Maldivian resort under The Lux Collective luxury global hospitality group, announces an exciting collaboration with acclaimed athlete and wellness expert Emma Igelström. Scheduled from 20 to 22 September 2024, this exclusive wellness weekend promises guests a transformative experience in holistic well-being.

Emma Igelström has had an illustrious career as an Olympian, securing five World Championships and 12 European Championships, and setting seven breaststroke world records. Beyond her athletic achievements, she is a dedicated advocate for health and wellness, having founded swimming academies across Europe and the Middle East. She is also a published author and a sought-after speaker.

During the wellness weekend, guests will have the opportunity to engage in a variety of activities curated by Igelström herself. The itinerary caters to all levels and interests, featuring beginner-friendly swim classes, mobility sessions, informative wellness talks and integrative relaxation practices. Families can also participate in a fun beach aquathlon together.

"I believe in the profound connection between physical and mental health, especially the benefits when immersed in water – it's an unparalleled experience. I am thrilled to share insights and inspire wellness through swimming and water activities at the renowned LUX* South Ari Atoll in the Maldives," said Igelström.

Famed for its prestigious Forbes Five-Star rating and the acclaimed LUX* ME Spa, LUX* South Ari Atoll envelops guests in a tranquil tropical setting with state-of-the-art amenities, promising a revitalising escape. Discover the resort's comprehensive wellness programme tailored for those seeking transformative experiences. For booking enquiries, visit www.luxresorts.com, contact stay@luxmaldivesresort.com, or call +960 668 0901.

Wellness Weekend Programme:

September 20: Swim Class for All Levels (morning) • Meditation and Breath Work Class (afternoon)

September 21: Mobility Class (morning) • Family Beach Aquathlon (afternoon)

September 22: Swim for Wellness Talk (morning) • Relaxation Class (afternoon)

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

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 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*

[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.

Media Relations

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