

LUX* South Ari Atoll Unveils New Romantic Beach Pool Villas



The Maldives, 28 November 2023 – LUX* South Ari Atoll, the award-winning resort of The Lux Collective and one of the largest resorts in the Maldives, unveils its newest luxury accommodation - Romantic Beach Pool Villas.

Luxury meets elegance at LUX* South Ari Atoll. Thatched-roof beach bungalows and villas perched over the Maldivian waters create a stylish seaside haven. Ten one-bedroom Romantic Beach Pool Villas of 136m² offer direct access to the beach and lagoon along with private swimming pools set in lush gardens. Ideal for couples and small families, they feature their own secluded beach spot and an infinity pool overlooking the panoramic ocean. Tropical indoor-outdoor bathrooms each with spacious bathtub elevate the island chic style of the villas.

The villas feature master bedrooms facing the ocean made to start every morning with a breathtaking view. The signature LUX* South Ari Atoll colour palette with the abundance of warm whites ensures the room captures maximum natural light. Designed in an elegant minimalistic style, the interiors feature soothing tones and natural materials chosen to blend in with the environment.

To make every stay in the Romantic Beach Pool Villa truly extraordinary, the resort team has curated a collection of private experiences. A relaxing bikini lunch served in the pool, a dedicated in-villa mixology experience and an exclusive cinema screening on the beach await the guests. The new villas are available for bookings from 1 December 2023.

Voted The Best Resorts In The World for Indian Ocean 2022 by Conde Nast Traveller Readers' Choice Awards, LUX* South Ari Atoll features a variety of activities full of fun and modern soul including bicycle rides along the jetty, swimming alongside whale sharks, dining at any of the eight restaurants for a culinary adventure and partaking in marine conservation. Its LUX* ME Spa offers curated wellness journeys.

To book the all-new Romantic Beach Pool Villa stay at LUX* South Ari Atoll, visit www.luxresorts.com, email the resort at stay@luxmaldivesresort.com, or call +960 668 0901.

- END-

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

The Maldives: Kimberly De Leon, LUX* South Ari Atoll Marketing Executive, +960 668 0901, marcom.executive@luxmaldivesresort.com

Global: Renee Lim, The Lux Collective, Vice President PR & Corporate Communications, +65 9680 5233, renee.lim@theluxcollective.com