

The Lux Collective and Adanté Realty Officially Launch 'SOCIO By The Lux Collective'
- The First Hotel & Branded Residences in Sultan Haitham City, Oman



Photo (Left-Right): Adanté Realty Chief Executive Officer Dr Aadil Alexander, Adrak Group of Companies Chief Executive Director Dr Thomas Alexander, Minister of Commerce HE Qais Al Yousf, Minister of Housing HE Khalfan bin Saeed Al-Shueili, The Lux Collective Chief Development Officer – EMEA Oliviero Cassini, Al Adrak Group Chief Executive Officer Mr Riyas Mohamed

Mauritius, 21 May 2025 – Award-winning global hospitality group The Lux Collective, in partnership with Adanté Realty, proudly announces the official launch of **SOCIO By The Lux Collective**, the first-ever hotel & branded residences in **Sultan Haitham City**. The signing ceremony took place at the **Oman Real Estate Expo** at the **Oman Convention & Exhibition Centre**, marking a milestone moment in Oman's real estate evolution.

The landmark agreement between Adanté Realty and The Lux Collective brings 219 branded residences keys and 170 hotel keys to Plot 97 to 99 within **Yenaier Residences**, the flagship sustainable development of Sultan Haitham City.

Setting a New Benchmark for Lifestyle and Investment

Strategically located in Phase 1 of Oman's first smart city, SOCIO By The Lux Collective introduces a vibrant lifestyle destination that combines luxury design, community driven experiences, and long-term investment potential. Designed for modern urban living, these residences offer residents premium hospitality services, smart home features, and seamless integration with retail, wellness and green spaces.

SOCIO By The Lux Collective is a bold expression of contemporary living of the future — where design meets purpose and form, community is cultivated, and global citizens come together. Inspired by the warmth of Omani culture, it is a space where tradition, innovation and sustainability coexist, and where conscious travellers belong.

Dr Aadil Alexander, Chief Executive Officer of Adanté Realty, stated: *"With the official signing now complete, we are thrilled to formally launch SOCIO By The Lux Collective, a bold new chapter for residential living in Oman. This partnership reflects our shared vision to create elevated living experiences grounded in purpose, sustainability and global design."*

SOCIO By The Lux Collective will not only redefine branded residences in the region but will also serve as a catalyst for future-ready communities in Sultan Haitham City. We believe this is the kind of project that will attract international attention and long-term value, not only for residents but for the nation as a whole."

Mr Olivier Chavy, Chief Executive Officer of The Lux Collective, added: *"We are truly honoured to embark on this like-minded partnership with Adanté Realty – one that is built on creativity and a shared belief in future living. As part of our Group's strategic global expansion and strong commitment to the Middle East region, we are proud to announce the signing of our new urban lifestyle brand SOCIO in Oman – SOCIO By The Lux Collective."*

This milestone marks a continuation of our Group's journey, grounded in shared history and cultural resonance — from the recent opening of LUX Marijani in Zanzibar, once part of the Sultanate of Oman, to this significant step into Muscat.*

SOCIO By The Lux Collective is a bold expression of modern urban living— where modernity meets meaningful community, rooted in Omani heritage and expressed with global confidence."

SOCIO By The Lux Collective is located on Plots 97, 98 and 99 within Sultan Haitham City, Oman's first smart and sustainable city. The project will feature a total of 389 units, including 170 hotel keys, 123 branded serviced apartments and 96 branded non-serviced apartments. These branded residences form an integral part of the broader Yenaier Residences masterplan, which comprises over 780 residential units. Designed to set a new benchmark in urban luxury, SOCIO will offer world-class hospitality services, refined interiors, wellness-driven amenities, and a lifestyle experience that blends seamlessly with nature and community-centric living.

This launch cements **Adanté Realty's** commitment to advancing Oman's Vision 2040 through sustainable, luxury urban development. With Yenaier positioned at the heart of Sultan Haitham City and now joined by renowned global hospitality group The Lux Collective, a new residential era of future living has officially begun.

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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 12 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.

Media Relations

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