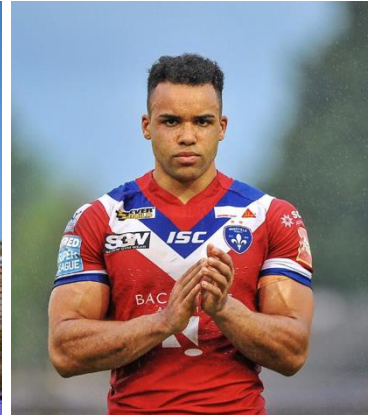


LUX* South Ari Atoll announces its Wellness Week



The Maldives, 22 May 2023 – As per the annual tradition, the well-loved Maldivian resort of The Lux Collective, LUX* South Ari Atoll, is getting ready for a week of wellness-boosting activities for the island's guests as well as its team members from 3 - 10 June 2023.

Located on a lush tropical island in the Maldives, LUX* South Ari Atoll is a wellbeing sanctuary. The signature LUX* ME concept originates from a desire to bring wellness into everyday rituals. It is all about a personalised approach to wellbeing, whether it be spa, fitness, yoga, meditation, nutrition or a unique combination of all crafted to every guest's needs.

This year's Wellness Week Champions come from the UK, bringing along years of experience in fitness and healthy lifestyle coaching. Olivia Jarvis is known for her delicious fitness recipes as well as her effective, engaging workouts. While professional rugby player and renowned fitness trainer Mason Caton-Brown, is famous for his impressive speed, agility, and team player skills.

Following their calling to inspire and motivate thousands of people to embrace a healthier lifestyle, Olivia and Mason will invite guests of LUX* South Ari Atoll to discover their own fitness capabilities and join curated group activities and individual training programmes. They will also host the Global Wellness Day celebration on the island on June 10, which is dedicated to #DanceMagenta theme this year.

The holistic approach behind the LUX* ME wellness concept means a vacation can comprise yoga, fitness classes and meditation; as well as enjoying nourishing Keen on Green dishes, vitamin D from the sun and fun time outdoors. Knowing how limiting a one-size-fits-all mindset is, the resort offers individual consultations and bespoke programmes. The therapists there are trained to tune in to individual bodily needs: from total relaxation, detoxification to healing.

To find out more about the LUX* ME wellness concept and to discover unique offers and Extraordinary Experiences of LUX* South Ari Atoll please visit www.luxresorts.com, email the resort at stay@luxmaldivesresort.com, or call +960 668 0901.

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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*. Other properties managed by TLC include Hotel Le Recif, Reunion Island and Ile des Deux Cocos, Mauritius, a private paradise island.

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.

Growing the global presence, TLC currently manages 16 operating resorts and hotels in China, Maldives, Mauritius and Ile de la Reunion, and with 10 more hotels in its development pipeline in Asia and 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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