

## The Lux Collective And Big Waves Development Sign Strategic Partnership To Launch SALT Of Virgin Beach Hotel In Bali

*A significant first entry into Indonesia by The Lux Collective*



*Images (Clockwise from the top) – The Lux Collective CEO Mr Olivier Chavy and Big Waves Development CEO Ms Maryna Bilobrovska at the Signing Ceremony; Modernistic exterior and interior renderings of SALT of Virgin Beach, Bali.*

**Mauritius, 23 October 2025** — Award-winning international hospitality group **The Lux Collective and Big Waves Development**, an established global development company with expanding portfolio, have officially signed a strategic hotel management agreement for **SALT of Virgin Beach** — a new eco-conscious resort located in Bali's pristine Karangasem region. Set to open in Q1 2028, this significant milestone marks **The Lux Collective's first entry into Indonesia through its conscious luxury brand SALT - set in the beautiful destination of Bali.**

Virgin Beach is a hidden gem located in Karangasem, East Bali. Renowned for its unspoilt coastline, white sand and turquoise waters amidst lush hills and cliffs, SALT of Virgin Beach will offer a tranquil beachfront escape, away from the crowds. Designed for eco-travellers and conscious families, the contemporary hotel will be built in harmony with its natural surroundings. It will feature 84 elegant and thoughtfully crafted rooms with sweeping views of the Indian Ocean and the majestic Mount Agung.

Deeply rooted in sustainability values, this project aims to preserve the island's biodiversity — including coral reef restoration initiatives — while fostering authentic cultural integration. The resort will ban plastic, implement waste separation, and exclusively use sulfate-free products to reduce environmental impact.

SALT of Virgin Beach will include a contemporary rooftop event space ideal for weddings and celebrations, an in-house bakery using locally-sourced farm produce, and the signature SALT Equilibrium Spa featuring immersive wellness treatments, float therapy, cryo-sauna and a G-bar that focuses on exclusive beauty and mental wellbeing experiences.

“Our strategic partnership with The Lux Collective is grounded in the shared vision to curate conscious living of the future,” said **Maryna Bilobrovskaya, Chief Executive Officer of Big Waves Development**. “We are inspired by hospitality partners who lead the curve in innovation. As a global hospitality leader, The Lux Collective’s sustainability-driven brand SALT is set to elevate our eco-centric lifestyle concept, where luxurious living meets sustainability.”

“In line with our global expansion and focus on the Asia region, **this collaboration with Big Waves Development marks the Group’s first entry into Indonesia – at the vibrant destination of Bali with our purposeful brand SALT,**” said **Olivier Chavy, Chief Executive Officer of The Lux Collective**. “Big Waves is a progressive developer committed to building premium projects and communities. We are thrilled to partner with this like-minded team that shares our values for excellence.”

“We are truly excited to bring SALT from Mauritius to the shores of Bali. SALT is a humanistic approach to hospitality, connecting modern explorers with meaningful travel experiences. Unveiling the heartbeat of each destination and uplifting the communities, it introduces a new breed of hospitality for the culturally curious. Devoted to all things local and sustainable, SALT of Virgin Beach will take our guests to local people and deep dive into cultural heritage - not just to places in Bali – to immerse in the real essence of Bali,” enthused **Nitesh Pandey, The Lux Collective Chief Operating Officer – Asia Pacific**.

Big Waves Development is known for its strong commitment to innovation, quality and long-term sustainability. The global company continues to bring its environmentally responsible philosophy into each project. Additionally, SALT of Virgin Beach has already earned several international recognitions, including the prestigious **Asia Pacific Property Awards – Winner for New Hotel Construction & Design** as well as **Architecture Multiple Residence in Indonesia**. These two awards spotlight the architectural uniqueness and innovative design vision of this highly anticipated concept-driven resort.

Strong demand continues to grow in Bali, fuelled by global investors and high-net-worth-individuals seeking prestige and service in a safe future-forward destination. According to regional development reports, Bali is preparing for the addition of new high-end hospitality projects over the coming years — particularly with an emphasis on sustainability and eco-centric concepts.

With a shared vision and commitment to purposeful hospitality, Big Waves Development and The Lux Collective are setting a new industry benchmark in conscious travel. More than just a destination, SALT of Virgin Beach invites guests into a way of living that is steeped in meaning, elevated by design, and inspired by the very essence of Bali.

-END-

*For photos, please click [here](#).*

#### **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 14 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.

#### **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**

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