

## The Lux Collective Accelerates Global Expansion with New Signings and a Growing Worldwide Pipeline



Clockwise (from top left) LUX\* Tea Horse Road Mount Tiantai Sichuan in China (1<sup>st</sup> & 2<sup>nd</sup> renderings); LUX\* Xiniu Victoria Falls in Zimbabwe (top & below renderings) and LUX\* On The Bund Shanghai in China with iconic waterfront views

**Mauritius, 9 December 2025** – Award-winning global luxury hotel operator, The Lux Collective presents the next phase of its ambitious international expansion driven by strong momentum, following a highly successful ILTM showcase. With seven new signings secured in 2025 and a dynamic pipeline across Asia, the Indian Ocean, the Middle East and Africa, the Group reinforces its role as a forward-thinking industry leader. As its flagship luxury brand LUX\*, sustainability-focused SALT, and newest bold urban brand SOCIO continue to evolve with purpose-led design and culturally resonant experiences, The Lux Collective’s strategy remains focused on its vision to become the world’s leading hospitality group.

Guiding this trajectory is **Olivier Chavy, Chief Executive Officer of The Lux Collective**. *“Our vision is clear: to redefine the conscious luxury hospitality of tomorrow. As we accelerate our global expansion and enter new markets, we remain committed to creating sustainable design-forward destinations that foster genuine connection. Through our innovative brands, these new signings reflect our ambition to push boundaries, elevate local narratives and craft experiences that truly resonate with today’s travellers.”*

### Tracing New Paths along the Ancient Tea Horse Road with LUX\* Tea Horse Road Mount Tiantai Sichuan

The new signing of **LUX\* Tea Horse Road Mount Tiantai** heralds an exciting addition to the LUX\* Tea Horse Road collection, connecting more of the historic trade route across Sichuan and Yunnan. Complementing the existing eight boutique properties in Yunnan, the hotel invites travellers to explore another evocative stretch of the ancient Tea Horse Road – one that celebrates heritage, nature and the art of purposeful slow travel.

Set in the mist-laden highlands near Chengdu, LUX\* Tea Horse Road Mount Tiantai will offer a serene escape from the summer heat, with temperatures that sit 8-10°C cooler than the city. Surrounded by sweeping high mountain tea plantations famed for the Dark Tea heritage, the retreat’s elevated setting reveals radiant sunrise vistas and drifting seas of clouds that capture the spirit of China’s historic trade route. Slated to open in **Q1 2027**, the hotel will feature two distinct settings – 10 charming rooms in the old town along the river, and 90 tranquil mountain rooms a 35-minute drive away.

**Situated near the 2,000-year-old town of Pingle**, once the first post station of the Southern Silk Road, the property provides effortless access to rich ecological and cultural attractions. Tiantai Mountain is acclaimed as

China's first firefly-themed ecological tourism site and Asia's largest firefly observation base, where more than 20 species illuminate the night sky from April to October.

The hotel's deluxe rooms will feature private heated hot spring bathtubs, offering restorative calm after a day of exploration. An exclusive riverside pier sets the scene for bamboo-raft afternoon teas and intimate dinners, while the opening of Cafe LUX\* will bring contemporary vibrancy and a welcoming social hub to the ancient town - enriching the cultural tapestry that defines this extraordinary destination.

### **A Landmark Debut on Asia's Iconic Waterfront at LUX\* On The Bund Shanghai**

**LUX\* On The Bund Shanghai** symbolises a significant milestone for the LUX\* flagship luxury brand as it makes its debut in China's cosmopolitan capital. Set along Shanghai's most iconic waterfront commanding captivating views of the Bund, Huangpu River and the renowned city skyline, this intimate boutique urban resort will exude a timeless contemporary design which converges the beauty of history and modernity. It will feature approximately 100 elegantly appointed rooms, all starting from a generous 50 sqm – a remarkable luxury in the heart of tier-1 Shanghai. The hotel's privileged position is further enhanced by a private marina, providing a rare and distinguished connection to the city's historic waterfront. It is scheduled to open in Q1 2027.

The hotel will present a diverse selection of culinary experiences, with an all-day restaurant offering Chinese and international classics for breakfast and Thai cuisine for lunch and dinner. Additional venues include a dedicated Chinese restaurant, an Italian speciality restaurant and Maison LUX\* - the brand's signature cafe concept serving artisanal coffee, pastries and afternoon gelato. A panoramic rooftop bar will complete the experience with elevated cocktails and tapas-style plates. For relaxation and wellbeing, the property will feature a LUX\* ME Spa, fitness centre and aqua gym - serene spaces designed for guests to recharge and reset while taking in the city views.

### **Discovering Southern Africa's Natural Wonders at LUX\* Xinii Victoria Falls, Zimbabwe**

Following the announcement of **LUX\* Xinii Mababe in Botswana last December**, The Lux Collective has signed a second hotel management agreement to operate **LUX\* Xinii Victoria Falls in Zimbabwe**.

LUX\* Xinii Mababe, Botswana presents an exclusive luxury retreat into the untamed landscape of Mababe, home to abundant wildlife including buffalo, zebras, elephants, giraffes, lions and leopards. Extending the LUX\* footprint further into Southern Africa, LUX\* Xinii Victoria Falls will immerse guests in the awe-inspiring surroundings of Victoria Falls, one of the world's largest waterfalls.

Located along the banks of the Zambezi River, just 35 kilometres from Victoria Falls, the resort will offer ultra-luxurious safari and wellness experiences immersed in the natural wonders of Zimbabwe. Scheduled to open in 2028, the hotel will feature 12 lodges each designed with a conical roof inspired by African hut traditions and local indigenous culture. These distinctive roofs not only create a striking aesthetic, but also support rainwater harvesting, reflecting traditional wisdom in resource usage. A second phase of opening will see the addition of 14 lodges, along with a second restaurant and an additional pool, further expanding its offerings.

The property's facilities include a signature restaurant, a swimming pool and comprehensive wellness and spa services, including yoga sessions, allowing guests to rejuvenate the body and mind amidst the African wilderness. LUX\* Xinii Victoria Falls will provide curated experiences that celebrate the region's wildlife and culture – from gourmet destination dining, traditional game drives and walking safaris to adrenaline-fuelled adventures such as bungee jumping, zip-lining, helicopter flights and white-water rafting on the Zambezi River. Guests can also enjoy idyllic boat cruises and explore local cultural villages and markets, offering a seamless blend of luxury, adventure and cultural discovery. This successful collaboration is facilitated by advisory partner International Tourism Investment Corporation Ltd (ITIC).

### **A bold new chapter of growth and global reach**

Looking ahead, The Lux Collective's global pipeline reflects robust momentum, with a diverse portfolio of 16 openings set to roll out across Asia, the Middle East and Africa. In **China**, new destinations include **SALT of Mount Siguniang**, **LUX\* Guangzhou** and **LUX\* Shaoguan**. **Southeast Asia** will welcome the pioneering **LUXNAM\* Phu Quoc**, Vietnam's and the region's first overwater all-villas resort, along with **SALT of Virgin Beach in Bali**, the Group's first entry into **Indonesia**. In the **Middle East**, the Group expands with the tented luxury desert retreat **LUX\* Al Bridi**, the reimagined beach resort **LUX\* Khorfakkan** overseeing the Gulf of Oman, and the significant **Middle East debut of the SOCIO brand – introducing the first-ever hotel and branded residences, SOCIO By The Lux Collective in Sultan Haitham City, Oman**. This milestone is complemented by **ELIRE Managed by LUX\***, the first **LUX\* branded residences in Business Bay, Dubai**.

The pipeline also extends to **Africa with LUX\* Xinii Mababe in Botswana** and the **SOCIO Tribeca flagship in Mauritius**. Collectively, these developments reinforce the Group's purpose-driven forward momentum and its commitment to shaping the next era of modern luxury hospitality – fortifying its position as a global leader in sustainability stewardship with clarity and intent.

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*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 16 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.

#### **About SOCIO**

SOCIO is a bold, social and inclusive urban hotel curated for those who live with intention, curiosity, and pace. Inspired by the word 'social' where people convene, SOCIO is where purposeful professionals, digital nomads, and culture- shapers connect. Built for expression, not expectations Socio is more than a modern hotel with a co-work hub. It is a brand with stylish vibes.

#### **Media Relations**

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