

## The Lux Collective Signs First Southeast Asia Hotel Management Agreement in Vietnam

*A One-of-a-kind Overwater Resort in Vietnam*



**Singapore, 7 October 2022** – Global hospitality group [The Lux Collective](#) and P Q Hai Quoc Joint Stock Company have signed a **hotel management agreement to build a luxury overwater resort under the LUX\* Resorts & Hotels brand on the island of Phu Quoc, Vietnam**. Named **LUXNAM\* Phu Quoc**, the resort is set in one of Asia's most sought-after destinations and is expected to open in late 2024.

"We are honoured to partner with the P Q Hai Quoc Joint Stock Company to manage this **new built overwater resort located on the remote Northern coast of Phu Quoc**, which is adjacent to a UNESCO-listed Biosphere Reserve spanning over 314,000 square metres of unique flora and fauna, evergreen forest and dense mountain range. **Inspired by the iconic Maldivian-style overwater resorts, this is a first for Vietnam and the region,**" said **Mr Paul Jones, Chief Executive Officer of The Lux Collective**.

"We are delighted to be the first strategic partner of The Lux Collective in Southeast Asia. Collaborating on the LUX\* flagship luxury brand, we envision **LUXNAM\* Phu Quoc** to become one of Southeast Asia's top luxury resort destinations with its unique overwater design and extraordinary experiences. The tropical modernist resort, designed around sustainability, will showcase natural beauty from every room to inspire the most discerning traveller looking for a natural escape, exquisite design and conscious travel," said **Mr Duy Tran, Chief Executive Officer of P Q Hai Quoc Joint Stock Company**.

"We are proud to work with The Lux Collective on the stunning **LUXNAM\* Phu Quoc** project. We are certain that this long-term strategic alliance will help to promote Phu Quoc as a heaven-on-earth destination - mapping it as the Maldives of Vietnam - among global travellers," said **Mr Bao Vu, Chairman of P Q Hai Quoc Joint Stock Company**.

**One-of-a-kind in Asia, LUXNAM\* Phu Quoc is an eye-catching overwater resort on a jungle-draped island off the coast of Vietnam**. Tucked away between a pristine beach and tropical jungle, the dragon-shaped resort consists of two areas connected by a sleek 4-kilometre long jetty over the lagoon.

An unexpected, modernist Maldivian-style resort, LUXNAM\* Phu Quoc sits above the shallow waters and coral reefs of Kien Giang Biosphere Reserve. Its design inspiration originates from reimagined Vietnamese traditions with a minimalist twist. The stylish ambience combines comfort and sophistication. Besides building in harmony with nature and biodiversity, the Group's sustainability DNA is thoughtfully incorporated throughout the resort.

Overseeing panoramic seaviews, **the 126-villa only resort** includes 109 overwater villas (most with private pool), 13 beach pool villas, 2 penthouses and 2 beachfront pool mansions. Set overwater on stilts are intimate and private one- to five-bedroom villas and penthouses. All accommodations exude elegant comfort along with the personalised service that is a hallmark of LUX\*. It will also feature restaurants with innovative world-class cuisine, spa, fitness centre, four swimming pools, a children's playground and other modern facilities and amenities. Ideal for renewal, slow living and a holistic approach to wellbeing and creative dining, LUXNAM\* Phu Quoc is set to define the new take on Vietnamese luxury for global travellers and in-the-know locals.

Growing its global presence, The Lux Collective currently manages 16 operating resorts and hotels in Mauritius, China, Maldives and Ile de la Reunion, and has 12 more hotels in its development pipeline in Southeast Asia, China, Europe and Middle East.

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**LUX\***  
RESORTS & HOTELS

**tamassa**

**salt**

**SOCIO**



#### **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.

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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.

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