

LUX* South Ari Atoll Announces “As The Sun Goes Down” Week of Events



The Maldives, 30 September 2022 – The Lux Collective's award-winning resort LUX* South Ari Atoll announces a week of after-sunset festivities to wow its guests. As the sun goes down, hot Maldivian nights from 5 -10 October 2022 will unveil a range of extraordinary experiences across the tropical island, one of the largest luxury resorts in the Maldives.

Join Not-Your-Ordinary Beach Parties

Ever thought that beach barbeque is of no fun, how about topping it up with live DJ sessions, free-flow beverages and thrilling games for adults and families? Lagoon Bar, the most vibrant island spot will be turned into the entertainment hub of LUX* South Ari Atoll. Mexican Fiesta and a grand Beach Party at the island's sandbank will be open to all guests who are eager for once-in-a-lifetime entertainment thrills. Checking out the resort's Disco Toilet is a must for a unique bathroom experience and a memorable photoset with friends inside its signature Photo-booth.

Pajama Parties on the beach is nothing surprising for this unique resort. Guests can put on the best nightgown or bathrobe and head for the Toes-in-Sand dancing sessions followed with Pillow Fight Contests and more. Fun Instagram posts are guaranteed.

Get LUX*-ified

This month, fashion trends will move from magazines and high-street boutiques onto white sand beaches. The first in the Maldives to launch a Flying Dress Photoshoot Package for its guests, LUX* South Ari Atoll invites all fashionistas to don and strike a pose in dramatic silk gowns for a dazzling photo experience of a lifetime. Guests can visit pop-up booths of internationally known designers who will showcase their stylish outfits and latest collections on the island. Raidha's Maldives founded by designer Raidha Shafeeq will be the spotlight of Maldivian Night at MIXE with her island-inspired outfits on a beach catwalk. Senegal-born Diarra Russo will present her conscious lifestyle US brand DIARRABLU on an overwater runway in Beach Rouge amidst live music and an open bar.

Dance In The Moonlight

After sunset, the island of Dhidhoofilolhu dives into mysterious tropical night vibe, while the October's full moon will add more magic to it. Beach Rouge features Mediterranean specialties, signature drinks and vibrant evening DJ parties. Maldivian nights in MIXE with live boduberu show and a bonfire dance battle are activities not to be missed during this holiday trip.

West Point, lit with moonlight, is the perfect venue for the special themed Full Moon Dinner – a luxury barbeque buffet with exclusive beverage selection and live music. Stargazing and fine dining on a sandbank with uninterrupted ocean views add to the enchanting tropical vacation.

Stay Tuned For More

Exciting events on the island will continue after 10 October. Living the LUX* brand's purpose of "helping people celebrate life", the resort promises holidays full of surprises and fun. With the Halloween approaching, the resort is getting ready for one of the most thrilling nights of the year. Spooky decorations, special menus, and fun-filled programme are designed for adults and kids alike. Costumes are optional but having great fun with your family and friends is a must.

Book the tropical getaway at LUX* South Ari Atoll now! Room rates start from USD 441 per night, with special offers available. For more information, visit www.luxresorts.com, email the resort at stay@luxmaldivesresort.com, or call +960 668 0901.

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About LUX* Resorts & Hotels

LUX* Resorts & Hotels 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.

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 12 more hotels in its development pipeline in Europe, 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.

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