

Jeremie de Fombelle appointed as Chief Sales and Marketing Officer at The Lux Collective



Singapore, 6 February 2023 – Global hospitality group The Lux Collective announces the appointment of **Jeremie de Fombelle as Chief Sales and Marketing Officer**. In line with its vision of developing talents from within, this promotion emphasised the Group’s commitment to identify and take the best out of its people.

A passionate hotelier, Jeremie hails from France where he graduated from the Vatel International Business School (Paris) after attending the University of Law of Paris (France) and graduate programmes at Cornell University (GMP, PDP - USA).

With over two decades of leadership and operational experience in luxury hospitality management, Jeremie aims to elevate the Group’s positioning of The Lux Collective by focusing strongly on awareness-driving strategies for its portfolio of brands globally across channels, while empowering people.

“At The Lux Collective, we are in the business of time. Time is luxury and every precious moment is worth celebrating. Besides, curating world-class marketing communications campaigns and uniquely personalised experiences that celebrate life, we deliver shining service and beautifully designed spaces. We also believe in upskilling our people. As part of brand building, we will continue to invest and nurture our team members – our most important asset and brand ambassadors, in tandem with our Group’s global expansion,” **said Jeremie de Fombelle, Chief Sales and Marketing Officer of The Lux Collective.**

Jeremie’s dynamic approach towards innovation and change had seen him leading teams and growing leaders across the world. He started his career in Vietnam in 1999 (Victoria Hotels and Resorts), followed by Cambodia in 2002 as General Manager of La Noria Hotel. In 2005, he was the General Manager of Belmond La Résidence Phou Vao, Laos’ leading hotel at the time; Belmond Napasai in Thailand in 2009 and Belmond Jimbaran Puri Bali in Indonesia. He also oversaw the opening of Wanda Realm Hotel in China which belongs to the Wanda Group.

In 2014, he moved to Mauritius and became the General Manager of LUX* Le Morne. In view of his strong leadership and management skills, he was appointed Regional General Manager for Mauritius and Reunion Island for LUX* Resorts & Hotels prior his latest appointment.

Paul Jones, Chief Executive Officer of The Lux Collective said, “Jeremie has proven track record across multi-properties and success in managing luxury lifestyle hotels, brand development, as well as hotel and

restaurant openings. We are confident that under his leadership, The Lux Collective will emerge further as a leading world-class hospitality group.”

– End –

LUX*

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.

Growing the global presence, TLC currently manages 16 operating resorts and hotels in China, Maldives, Mauritius and Ile de la Reunion, and with 11 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.

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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