

FOR RELEASE

Live Life @ L IN BALI

L HOTELS & RESORTS OPENS ITS FIRST L HOTEL IN THE HEART OF FASHIONABLE SEMINYAK IN BALI



December 2014 - Intimate & Engaging - is what this Quintessential Boutique Hotel experience is all about at the stylish L Hotel Seminyak in Seminyak, Bali. This is L Hotels & Resorts first unique boutique property in Bali to provide a highly personalised and designer-led guest experience.
Latest Award: Luxury New Hotel – World Luxury Hotel Awards 2014

Previous Award: -Indonesia Leading Romantic Hotel – Indonesia Travel and Tourism Award 2013/14

-One of top three best boutique hotels 2013 – Hospitality Investment World Indonesia

-Favourite Resort Hotel Asia Pacific – SLH 2013

Aptly located in trendy Seminyak and along popular joints like Potato Head, Ku de ta, Sarong and Metis on Jalan Petitenget, the 30-Suite L Hotel Seminyak is built brand new, owned and managed by the L Hotels & Resorts Pte Ltd. This Singapore-based hospitality management company, helmed by Resident Tastemaker Adeline Quek, worked with Indonesian Architect Popo Danes and interior designer Meriem Hall to conceive a quintessential boutique hotel that resonates “polished chic”. It is also a member of the Small Luxury Hotels of The World (SLH), an unsurpassed collection of over 520 luxury hotels in more than 70 countries.

"L Hotels & Resorts is more than just a hotel or staycation haven. It is a Brand that seeks to provide dedicated personalised service and an engaging lifestyle to the discerning modern day traveller. The L personality exudes vibrancy, charisma, allure and is felt vividly through our personalised butler service, designer amenities like Kiehl's, pillow and soap menu, plush decor, attention to detail and a warm sense of arrival", remarks Ms Adeline Quek, Resident Tastemaker for the Group. "As creators of the L brand, our focus is to be different, to forge lifestyle concepts that are imbued with soul, heritage and are inherently forward-thinking and aimed at tomorrow."

Paul Kerr, Chief Executive Officer of Small Luxury Hotels of the World, said: 'We are delighted to welcome the stylish L Hotel in the lively area of Seminyak, Bali into the Small Luxury Hotels of the World family. With its contemporary design, highly personalised service and attention to the smallest detail, the hotel is set to be one of the most exciting new properties on the island. The hotel has a distinct character but reflects the local surroundings and culture – especially the renowned Balinese hospitality.'

L Hotels & Resorts: Where It All Began

The brand started by accident and passion. Taste Maker Adeline and partners discovered the L site by chance whilst holidaying in Bali in 2010 and ended up falling in love with the charming island, known for its warm hospitality. The team desired to bring boutique luxury to Bali, making it the flagship destination to grow a modern chic and quintessential brand. L Hotel is designed to provide ultimate intimacy and engagement with its guests and its space, marrying the heritage of a place with modernity. The interior design is created to evoke emotive experiences with the interplay of iconic fixtures and materials; this exudes an inimitable beauty that is evident throughout the property. Add on the personalised touch of our butlers, inventive culinary concepts and lifestyle accents and a whole lot of passion and we have a brand that appeals to the new generation of savvy, with-it and well-heeled travellers who appreciate discerning aesthetics, novelty and the timeless classics.

Why L?

The naming of L is created for its simplicity and allure for the discerning traveller. The alphabet L encapsulates evoking connotations of emotions and intrinsic values like "Love", "Life", "Lush", "Luxury", "Longevity", and above all, the very idea of Live Life and its carpe diem quality...

Who is L?

L Hotel personifies as a host, or as we like to describe in more feminine terms, a Lady L, luxuriously graceful and charming, impressing with her stylish yet timeless interiors,

designer fittings and wonderfully buttressed by immaculate butler service. Lady L desires to create an upbeat “Live Life” aura by putting a team of distinctive personalities & talents to provide subtly sophisticated and pampering service to her guests.

THE L SUITES: SUITES WITH A VIEW

Luxuriate in our 30 exclusive plush Suites spanning 3 floors with 10 Suites per floor. All Suites are furnished with sheer white marble walls in its bathroom and fitted with a bespoke handcrafted piece of Balinese ceiling ornament, the main feature of each Suite.

The warm hues of rich timber, greys, white ivory and dashes of bright colours accompanied with sexy mood lighting and threadcount-specific linens set the stage for the quintessential boutique hotel experience.

The “**Lifestyle Suites**” (**Standard Suite**) (12 suites in total), feature a king size bed (twin beds are also available) carefully picked to give good comfort, and complemented with a lush duvet and an ultra-deluxe pillow and soap menu for guests to tailor their preference. On the side are bedside table consoles casting gentle warm light for a night's read. A perfect balm for the avid traveller seeking solace and peace.

Shower in privacy and luxury in our marble cladded bathrooms, which come with rain showers, Kiehl's toiletries (shampoo, conditioner, scented body wash, UV defense face block, face cleanser, scrub), and a Vanity Kit (with sewing kit, shower cap, dental amenities). And uniquely, the shower area is separated from the WC, cleverly hidden by a timber panel, at the other side of the Suite.

Slumber into our modern daybed, lined with fuchsia pink and sunshine-orange pillows, colors that bring Balinese light into the room. A customized pillow menu is available. At a side adjacent to the bathroom, the living area table doubles up as a functional desk for writing or simply laying down the cocktails and graze-sized bites for some in-room pampering.

All Suites come with iPod docks, LCD TV, DVD players, safe, double-lock doors and complimentary Wi-Fi. There are also 4 connecting rooms on each floor with two twin rooms connected to two king rooms, perfect for families on holiday.

Live it up even more! L's best kept secrets are the “**Legian Suites**” (12 suites in total) with some views of the charming paddy fields around the Seminyak area. Ask your Personal Butler for these “alluring Suites” when making your reservation.

For the ultimate in pampering, the “Luxe Suites” (6 suites in total) have luxurious trappings for the romantic couple—a key feature being a couple-friendly bathtub that lies in an open-concept bathroom designed to liberate guests and to make the transition between spaces seamless. Conceptualised with the well-heeled traveller in mind, a spacious workstation is available as well, coupled with views of Seminyak's neighbouring landscape.



The Lifestyle Suite



The Legian Suite



The Luxe Suite

The L Butlers : Leave It To Us

Leave it to your personal butler at L.

Each guest is attached to a dedicated butler providing 24/7 attention at the guests' request. L's team of butlers to guest ratio is 1:1, making it the essential unique selling feature of the L brand. Every floor is equipped with a Butler Station, taking care of all the guests' needs, right from checking in to planning an itinerary, arranging a spa treatment, golf session, sightseeing, recommending venues for the hottest restaurant or beach club, servicing you with a heart as the hotel's first point of contact, it is all about personalised service and minimum intrusion. Our butlers will totally delight and pamper you.



LUNA ROOF BAR



Kitano – Teppanyaki | Tandoori | Meeting & Private Dining Rooms

Kitano

Sunset at Luna Roofbar

Multi-disciplinary F&B Concept

Created as a lively social meeting pad for the stylish and chic, our Luna Roofbar is a great place to partake of the beautiful Balinese sunset and evening. Overlooking the beautiful ocean and paddy fields and a view that takes in as much as your eyes can reach, Luna is the destination bar and dining choice for guests wanting a scene-y locale to pose their evening gear, made more marvellous by their envy-worthy tan they have been working all day on. Our show kitchens offering Teppanyaki and tandoori show piece set the stage for an eclectic, soulful epicurean experience.

For a unique blend of Asian flavours, try our *Tandoori* – an authentic Indian tandoor and served with a tangy chilli salsa. Our resident mixologist Dr.Cocktail, has created an exquisite beverage list featuring a dedicated array of modern day cocktails and classics. *The Red Luna Chilybasco* – an exotic blend of Bacardi, Triple Sec, Grenadine, Lemon, Mint and Tabasco—is an exotic blend that gives you the love from Bali.

1908 & LABU (MEETING & PRIVATE DINING ROOM)



Labu 1908



Meet in Style...

Get modern with meetings and private dining. L's rooftop rustic and charming meeting room accommodates up to 20 persons. Peering out to the rooftop veranda, here, imagination serves as inspiration. Our innovative events planners can explore tailor made meeting packages or private dining menus that best suit your needs.

THE ROOFTOP – LUNA

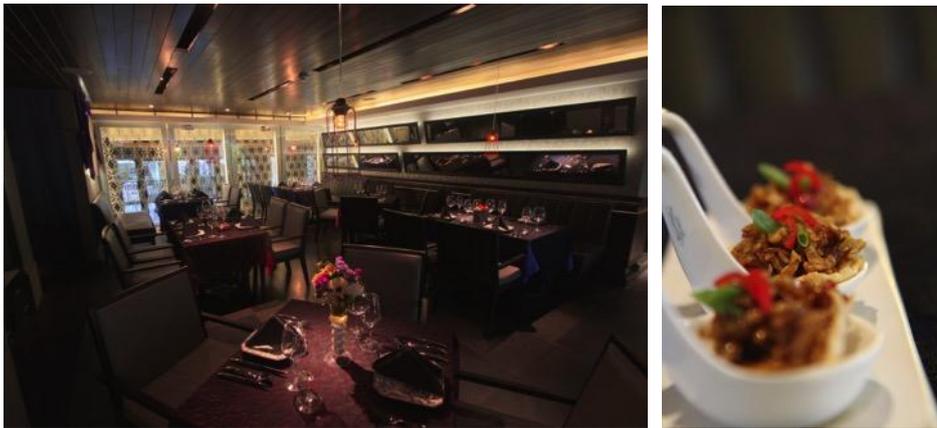


Idyllic Panoramic Views... Perfect For Solemnisation

Exchange vows here... a dream venue for the Wedding Couple. L's Rooftop overlooks the Sea, Seminyak city, Jimbaran and hectares of paddy fields. Indeed, immerse in a

world of allure as you marvel in awe at the quaint architectural backdrop of Bali. As many as up to 200 guests can be accommodated

LOLA RESTAURANT & BAR



The Art of Indonesian Cuisine

Located on the Mezzanine level just above the Lobby, Lola oozes with intimate serendipity featuring an eye-catching lap pool that surrounds the bar and restaurant. Lola is for anyone who appreciates street flavours & new age cuisine prepared in style and comfort. It brings together fresh farm to table produce, zesty local flavours, traditional favourites, inspiring pastry and dessert creations by our resident pastry chef to refreshing juices, healthy delicious breakfast and premium tea or coffee. Here, our team of budding chefs bring you down memory lane, reviving the authentic flavours of streetfare in Bali and other provincial areas of Indonesia. The signature cuisine ensemble presents satay (grilled meat on skewers) as being the staple food to an array of Indonesian signatures like Nasi Komplit – a combo platter of rice, meat or seafood with vegetables as well as a vast menu of noodles and local dishes. The Nasi Cobek, a rice set served with chicken, fish, eggplant, egg and cucumber, which is truly delicious. A palatable ala carte menu of continental entrees, desserts, soups and burgers are available too.

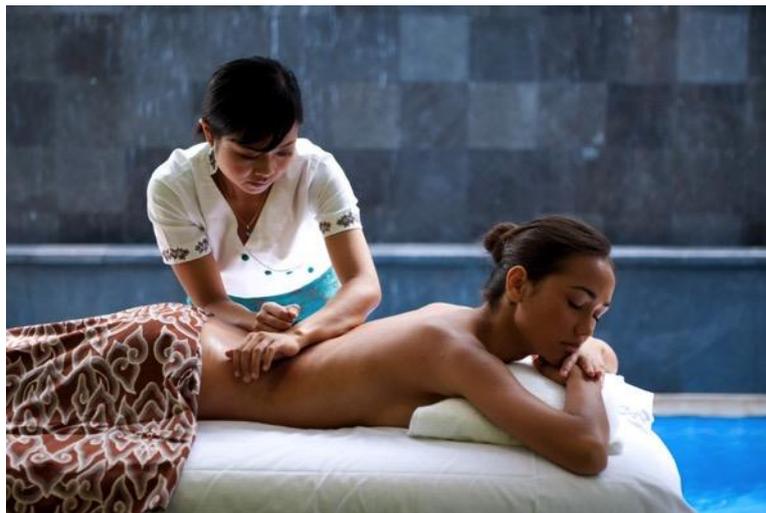
In a private corner, we have a Love Table with cascading waterfall which is apt for a romantic dine out with your love one. Lola can accommodate up to 100 people for events and parties.

L BAR

Start the evening with thirst quenching cocktails and little bites to share at our lobby bar, a mezzanine level bar that offers views of our indoor pool and the street scene. Our bar is the focal point doling out drinks and guests have an option of either lingering at the bar or on our cushy armchairs.



L' SPA & GYM



Wellness never felt so good

L' SPA offers therapies and wellness experiences that are luxurious, organic and authentic. Designed and fully facilitated by the purest natural products like Pervonia, Clarins and house brand Langly, enter a world of pure harmony as you are treated to curatives created to nurture and inspire the soul. Partake in luxurious massage where our therapists soothe your tense nerves and muscles with a long flowing movements and techniques or simply indulge in our facial, waxing, manicure and pedicure services.

In tone with L's association with style and glamour, L' SPA offers pamper parties to enjoy our services with friends and champagne, perfect for bachelorette parties and the perfect prelude to enjoying Seminyak's vibrant nightlife.

Our SPA Manager and her team of therapists will delight in providing you with that ultimate rejuvenation.

In need of a workout to work that body for the beach club? A fully-equipped gym featuring cutting edge fitness solutions is also available keeping you toned and fit during your stay. Or choose to immerse yourself in yoga stretches or personal salutations to find your personal calm. Our team of personal gym instructors, with their vast experience, will aptly guide you in exercises that will leave you fresh, fit and revitalized.

L' SPA

Opening Hours:

Monday-Sunday

7.00am-11.00pm

our Spa Manager will accommodate guests at times outside opening hours if requested

L Music

The perfect mood is only complete with the best of aura pleasure. We have teamed together with celebrated local and international DJ's to channel L's aesthetic lifestyle into your stay. Lola and L Bar jazz you up with an array of eclectic and ala mode tunes during breakfast blending into soft Chill-Out and lounge music lasting through the night. Luna Bar kicks off the evening with DJ Poornima spinning lounge music on Thursdays to Saturdays weekly from 6pm to 9pm. Luna Roofbar will also showcase local and international bands and DJs on feature evenings for you to embrace Bali's encompassing landscape and starry nights.

The L Mantra

Live Life! is A Collection of Memories from our Quintessential Boutique Hotel Experience...

All guests are treated with premium perks akin to Club floor benefits. Enjoy free internet access, well-stocked mini-bar, entry to the popular Canggu Club and complimentary shuttle rides to the Seminyak or Legian area or around Seminyak, which is just a 5 minutes' walk away. Not missing out too is our private beach area and outdoor pool "Layachintana"- means 'concentration of The Mind'

To cater personally to guests' needs, we even provide a local mobile phone for loan during guests stay for easy communicating with our butler or driver for pick ups / drop offs.

NOTE TO THE EDITOR

The L Hotels & Resorts is a quintessential boutique hotel brand conceived & managed by L Hotels & Resorts Pte Ltd in Singapore. The first and iconic L hotel is unveiled in September 2012 in Bali.

The 30-Suite room hotel is a contemporary and chic property which will see progressive expansion in Asia Pacific. Its unique feature is in service personalisation and designer led guest experiences, providing the discerning traveller a refreshing, intimate and engaging perspective of new age hospitality. The L Collection seeks to accentuate the tradition of a destination and combine with modern aesthetics to create an exclusive, private, and unique small luxury property.

The Group has in the pipeline a probable mapped site in Seminyak (just a stone's throw from L Hotel) and Ubud in Bali as well as Lombok, with the potential to develop the NEXT L Property. It is opened to other collaborations – Joint Ventures, Partnerships and Management Contracts.

The Small Luxury Hotels of the World™

L Hotel Seminyak is proud to be a member of The Small Luxury Hotels of the World. **The Small Luxury Hotels of the World™ (SLH)** brand is an unrivalled portfolio of some of the world's finest small independent hotels.

Comprising over 520 hotels in more than 70 countries, the diversity of the individual hotels, and the experiences that they offer, is exceptional. From cutting-edge design hotels to palatial 17th century mansions, city centre sanctuaries to remote private islands, historic country houses to idyllic resorts, Small Luxury Hotels of the World offers only the very best.

FOR HOTEL & MEDIA ENQUIRIES

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