

COMMERCE

Luxury stays leading expansion strategy at SH Hotels & Resorts

April 30, 2024



Affluent travelers will soon get to experience the luxury of the Maldives. Image credit: Kensington Tours

By EMILY IRIS DEGN

French crystal maker Baccarat's namesake hotel line, operated by SH Hotels and Resorts, is readying to open a luxury tropical oasis in a few years.

Come 2027, a 111-acre property will welcome guests to its grounds, spread across five islands in the South Mal Atoll. Baccarat Hotels and Residences Maldives will include 50 villas and 53 private residences for sale.

"We are excited to unveil Baccarat Hotel & Residences Maldives, which fuses the timeless elegance and modern sophistication of the House of Baccarat, the legendary 260-year-old crystal brand, with the Maldives, a location that is synonymous with paradise," said Barry Sternlicht, founder of [SH Hotels and Resorts](#), in a statement.

"In crafting this extraordinary retreat, we aim not just to create a place to stay, but to curate an experience that celebrates the essence of luxury living with the breathtaking backdrop of the Maldives."

Island oasis

The new destination is being built just a 30-minute boat ride away from Velana International Airport in the country's capital city.

Surrounded by a shallow-water lagoon, guests will have access to an exclusive reef system. From one-bedroom to three-bedroom hotel villas, visitors will get to choose from stays that boast private pools and lush views.

Meanwhile, private residences will overlook the lagoon and beachfront. Six and seven-bedroom mansions are also available for sale, situated on a secluded peninsula.

For those wanting even more solace, eight and nine-bedroom homes are located on their own Private Islands.



Baccarat Hotels and Residences will join a slew of other luxury properties that currently pepper the islands. Image credit: Six Senses

“Our debut in the Maldives marks an exhilarating milestone for the Baccarat brand,” said Raul Leal, CEO of SH Hotels and Resorts, in a statement.

“We are shaping a new identity in an already remarkable region, and we are confident that this property will define ultimate luxury in the Maldives.”

The interiors throughout are drafted by firms specializing in luxury and bespoke designs. According to Baccarat, the final looks will blend modern elegance and the sophistication of the tropics.

Adding to the footprint will be curated retail touchpoints, an outdoor cinema, an art gallery, a Baccarat-themed crystal garden and an event space showcasing the work of famous creatives from around the world.

Similar to other milestone openings ([see story](#)), a nine-hole golf course, tennis courts, wellness spa, plunge pools, yoga pavilions, gym, snorkeling opportunities and traditional Maldivian fishing sessions will provide guests with the chance to participate in health-centric activities as well dining and restaurants run by some of the top chefs on the planet will add to this.

Sustainability will have a part to play also, with a turtle rehabilitation center and green initiatives on-site.

Baccarat Hotel and Residences Maldives will be owned by Madevco Holdings Limited, the sister company of MDC Investments LLC.

“It’s with immense pride that we announce our collaboration with Baccarat Hotels, a revered name synonymous with luxury for over two and a half centuries, to realize our vision in the Maldives,” said Tristan Parker, director of development at MDC Investments LLC, in a statement.

“This partnership marks an exciting chapter as we become part of the brand’s legacy, introducing the inaugural Baccarat branded hotel and residences in Asia Pacific.”