

SUGAR BEACH

A VICEROY RESORT • ST. LUCIA

The Beachfront Collection at Sugar Beach, A Viceroy Resort



Set in one of the most desired, secluded vacation spots in the world The Beachfront Collection at Sugar Beach, A Viceroy Resort, St. Lucia is comprised of five super-luxe homes, offering true luxury and impeccable styling where interior living spaces seamlessly merge with the exterior environment.

Floor-to-ceiling sliding glass doors connect the living and dining rooms with the exterior terraces and pool areas. Rafters have been left exposed, creating light-filled double-height living areas. The open design incorporates each living space into the magnificent vistas of the Pitons, while skillful architecture and landscaping offer maximum privacy.

Private access to Glenconner Beach, as well as the inclusion of outdoor showers, full-height sliding glass doors and infinity edged pools, allow for a seamless transition from these homes to the sea and their incredible Caribbean surroundings.

Other features include:

- 180 degree Caribbean and Piton views
- Four Master Bedrooms with ensuite bathroom, private outdoor shower and balcony terraces
- Outdoor dining and kitchen areas

- Stunning full kitchens with high end European appliances

Designed by British architects Michaelis Boyd using all-natural materials, The Beachfront Collection homes are a departure from the classic Caribbean style of the rest of the resort and have a sleek, modern aesthetic and several tranquil water features. Michaelis Boyd is also the creative force behind the stunning interiors of these new accommodations.

Two Beachfront Collection properties are available to purchase, ranging from \$8.25 to \$15 million and offer owners the rare chance of living in a UNESCO World Heritage Site.

“These are truly the very best, and most stunning homes available on the island of St Lucia—situated in a location that has no equal anywhere in the world,” said Sugar Beach owner, Roger Myers. “We are extremely proud of what we have created here and applaud the way in which Michaelis Boyd has been able to marry exemplary contemporary design with architectural elements that capitalize on the dramatic views and surroundings of Anse des Pitons.”

In addition to the new Beachfront Collection homes, there are 20 other plantation elegant Residences at Sugar Beach, A Viceroy Resort ranging from one to four bedrooms. These accommodations are perfect for groups or families and entitle guests to priority access to all of the resort’s amenities and facilities (as well as priority treatment at other Viceroy Hotels and Resorts for owners).

Sugar Beach is just a short distance from Hewanorra International Airport which has direct flights from London on both British Airways and Virgin Atlantic, and a number of major US cities such as New York, Boston, Miami and Atlanta.

For more information and bookings, check out www.viceroyhotelsandresorts.com/en/sugarbeach, or contact the reservations team on email sb.reservations@viceroyhotelsandresorts.com or telephone +1 758 456 8000.

For further details about the Beachfront Collection at Sugar Beach, A Viceroy Resort and other real estate opportunities at Sugar Beach, contact Property Director, Penny Strawson, on telephone +1 758 456 8091.

About Sugar Beach, A Viceroy Resort

Sugar Beach, A Viceroy Resort, part of the Viceroy Hotel Group’s Icon Collection, sits under the gaze of the UNESCO World Heritage listed Pitons. With 96 rooms, cottages, bungalows and luxury villas and an additional 22 privately owned 1 to 4 bed Residences overlooking the sparkling waters of the Caribbean Sea and new Beachfront Collection homes, the resort offers a setting of unparalleled beauty and tranquility. The property, formerly known as The Jalousie Plantation, rebranded and relaunched at the end of November 2012 following a multi-million dollar refurbishment. Since then, Sugar Beach has put the island on the map offering a truly luxury product in the most sensational location.

www.viceroyhotelsandresorts.com/en/sugarbeach

About Roger Myers

Roger Myers is the creative mind and visionary behind Sugar Beach, A Viceroy Resort and the associated real estate projects, The Residences at Sugar Beach and the Beachfront Collection at Sugar Beach, A Viceroy Resort. Having grown up in post-WW2 East London, he went on to become an accountant for the Rolling Stones, David Bowie and numerous other rock-n-roll acts of the 1960s and 1970s. He later became one of the UK’s most successful leisure entrepreneurs, boasting 37 years operating experience with restaurants, pubs, health spas and hotels. He was a

founder and Chairman of the Pelican Group which developed a hugely successful chain of restaurants in the UK including Cafe Rouge, Dome and Mama Amalfi. After the sale of the group to Whitbread he became a founder and Development Director of Punch Taverns plc, a company that grew to become a FTSE 100 company and owned over 6,000 licensed premises in the UK. An avid sailor and with his eyes on an early retirement, a voyage to St Lucia with his wife Lee, led Roger to purchase The Jalousie Plantation, a run down hotel originally developed by Lord Glenconner, Colin Tennant. Investing his life's savings into the renovation, Roger successfully turn transofrmed The Jalousie Plantation into Sugar Beach, widely recognized as one of the best hotels in the world.

ABOUT VICEROY HOTEL GROUP

Viceroy Hotel Group inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy's vibe-led hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they're looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Chicago, Dubai, Abu Dhabi, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Algarve, Buenos Aires, Los Cabos, Panama, and Vietnam. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York and Santa Monica, with a forthcoming opening in Serbia. The Urban Retreat Collection properties in San Francisco have an independent spirit and bold, eccentric personalities. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 550 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotel Group at facebook.com/viceroyhotelgroup and on Instagram and Twitter @viceroyhotels.

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