



SUGAR BEACH

THE RESIDENCES



New Piton Residences launched at Sugar Beach, St Lucia

June 2018

With cinematic views of St Lucia's UNESCO World Heritage-listed Pitons, the newly launched Piton Residences at Sugar Beach are set to encapsulate the majestic beauty of their iconic setting. Overlooking the Caribbean Sea and tucked high above the luxury Sugar Beach, A Viceroy Resort, the project comprises five spectacular four and five-bedroom properties, offering unrivalled luxury and impeccable styling where interior living spaces seamlessly merge with their tropical surroundings.

The first Piton Residence has already been sold off plan, with the remaining four off-plan properties on the market for between \$7,250,000 and \$7,900,000. The project is scheduled for completion by the end of 2020 with construction due to start later this year.

Designed by Alexis Michaelis from world-renowned British architectural firm Michaelis-Boyd, the delicate pitch of the roof, the beauty of the natural timber exterior along with reflection pools on three sides, all ensure these properties blend effortlessly into their environment. The Piton Residences feature floor-to-ceiling glass windows, maximising the magnificent vistas of the Pitons, while skilfully ensuring total privacy. Each property features an expansive private timber deck with sunbathing areas, a covered gazebo and an infinity pool overlooking the Caribbean Sea. The enchanting elevation of the Piton Residences will allow residents to admire views of the untouched rainforest to the east, and unparalleled sunsets over the Caribbean to the west—all framed by the twin peaks of the Pitons.

Features of the Piton Residences will include:

- 180-degree Caribbean Sea and Piton views
- Four or five Master Bedrooms with en-suite bathrooms
- Open plan living space with full double-height glass windows
- Stunning full kitchens with high end European appliances
- Outdoor dining space
- Rainforest gardens surrounding each villa

Owners will have full access to the five-star services and facilities provided by Sugar Beach, A Viceroy Resort including the stunning Rainforest Spa, four gourmet restaurants, four bars, scuba dive centre, kids' club, games room and lounges. To ensure an effortless stay, owners will also be offered access to a dedicated team of butlers and a full-time home maintenance team. Sugar Beach's rental service programme will provide owners the option of renting their property while off-island.

"We are delighted to announce the launch of the Piton Residences after the success of the Beachfront Collection," Sugar Beach owner and developer, Roger Myers said. "I have never experienced anything as magical as the Pitons, and this location is quite frankly, the most beautiful place in the Caribbean. Rising above the sea, these dramatic peaks served as our muse when crafting these breathtaking homes."

In addition to the new Piton Residences, there are five luxury Beachfront Collection homes and 20 other elegant plantation Residences at Sugar Beach ranging from one to four bedrooms.

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.

ENDS

For further details about the Piton Residences at Sugar Beach, A Viceroy Resort and other real estate opportunities at Sugar Beach, contact Molly McDaniel or Penny Strawson.

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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 tranquillity. 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 rundown hotel originally developed by Lord Glenconner, Colin Tennant. Investing his life's savings into the renovation, Roger successfully turn transformed 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 travellers 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 vibed hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travellers 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 programme 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.