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**PER AQUUM Hotels & Resorts – A New Era**

**Global trendsetter in luxury hospitality unveils new identity**

**Bangkok, 6 May 2015:** PER AQUUM, the global trendsetter in luxury hospitality, reveals a new phase in the brand’s evolution and the most significant development since its launch 10 years ago with a new logo, revamped visual identity and fresh hotel names.  A collection of pure originals, the current portfolio reflects the elevated status of the brand featuring PER AQUUM Huvafen Fushi and PER AQUUM Niyama in the Maldives, PER AQUUM Desert Palm in Dubai and Essque Zalu Zanzibar, which is being transformed into a PER AQUUM resort.

In 2013, Minor Hotel Group (MHG), the Thailand-based hotel owner, operator and investor, entered into a joint venture strategic partnership with Universal Enterprises, PER AQUUM’s founding company based in the Maldives.  As part of this strategic venture MHG and Universal are developing the brand to encompass at least five additional properties within the next five years.  The new brand identity, which is designed to lay the foundation for the expansion of the brand, was developed by MHG’s in-house team led by industry veteran and luxury hotelier, Nick Downing, VP of PER AQUUM, and Eight, the Hong Kong-based brand strategy and communications firm. In line with the rebranding and reflecting the literal translation of PER AQUUM ‘through water’, MHG and Eight created a new logo and identity inspired by the element of water, inspiration for many of the brand’s innovative concepts from the world's first underwater spa to the world's first underwater lounge.

‘The fact that this is the first major change to PER AQUUM’s visual identity since our launch 10 years ago is testament to the strength and longevity of the brand’s original DNA as well as the foresight of the founding company, Universal Enterprises,’ said Nick Downing, VP of PER AQUUM. ‘As we usher in this new era, we are determined to remain at the cutting edge of luxury and to continue to break the mould and challenge convention – we have a proven track record to uphold so we’re not looking for cookie cutter hotels or every day experiences.  The most significant changes include the new tagline ‘Daring to be different’, a brand new logo with the monogram representing the ripples and immersive effect of a stay at a PER AQUUM hotel or resort and the renaming of the hotels under the PER AQUUM umbrella.’

Determined to maintain PER AQUUM’s pole position at the forefront of naturally modern design, Nick recently announced the opening of Play, the second island at PER AQUUM Niyama. With 48 new villas, Play offers fresh, groundbreaking concepts including Nest, the treetop dining experience and BLU, the laid-back beachfront restaurant where Miami meets the Mediterranean, plus new facilities for every generation including the most exciting children’s club in the Maldives. MHG also announced in December 2014 that Essque Zalu Zanzibar would be transformed into the newest member of PER AQUUM’s portfolio following the completion of the first phase of the upgrade programme targeting accommodation and selected public areas. PER AQUUM will manage the resort’s operations with signature passion and imagination during the transition period whilst simultaneously driving its evolution into a PER AQUUM-branded property to be relaunched in mid 2016.

In parallel with the launch of new itineraries and new experiences for guests as well as a new set of service standards, PER AQUUM’s iconic Dream Calendar is also evolving.  Surging with originality under its new identity, Pulse is PER AQUUM’s exclusive stream of avant-garde experiences from A-list affairs to intimate celebrations. Guests can immerse themselves in one-of-a-kind happenings inspired by PER AQUUM.

Eight was selected by MHG following a competitive pitch due to its strategic approach based on business intelligence and insight, its groundbreaking design concepts and its 20 year track record working with leading global brands from Apple to Montblanc to Cathay Pacific and Virgin Atlantic.  Eight has received widespread industry recognition from Cannes Lions nominations to multiple wins as Brand Consultancy of the Year.

‘‘PER AQUUM is a hospitality brand that isn't afraid to push the envelope and the strategy encapsulated by "Daring to be Different" is a simple, emphatic expression of the company credo,’ says Bjorn Fjelddahl, Partner at Eight.  ‘We chose electric colours to mirror the hues of aquatic life and the vibrancy of the lush, green polo estate and natural environment in the UAE.  We created a signature 'liquid' pattern to echo the brand's fluid personality and mystique,’ says Fjelddahl. ‘Much like the actual hotel experience, our identity hints at something sumptuously and discreetly luxurious, a hidden, ethereal world waiting to be discovered.’

To find out more about the brand’s evolution and new identity go to [peraquum.com](http://www.peraquum.com/) or search **#PERAQUUMLife**

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**Notes to Editors:**

**About PER AQUUM Hotels & Resorts:**

Daring to be different, PER AQUUM Hotels & Resorts is a global hospitality trendsetter that flows against the current with continuous innovation in design, services and experiences. A collection of pure originals, the current portfolio includes PER AQUUUM Huvafen Fushi and PER AQUUM Niyama in the Maldives, PER AQUUM Desert Palm in Dubai, and Essque Zalu Zanzibar managed by PER AQUUM. PER AQUUM is a joint venture strategic partnership between Minor Hotel Group (MHG) and Universal Enterprises PTY Ltd.

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