



LEFAY RESORTS PRESENTS  
LEFAY WELLNESS RESIDENCES:  
A UNIQUE HOLIDAY HOME

Milan, 9<sup>th</sup> May 2018 - Lefay Resorts has officially launched Lefay Wellness Residences, a brand new concept in the Italian real estate market revolutionising the holiday home. The corporate announcement took place on Wednesday March 9<sup>th</sup> in the enchanting setting of Villa Necchi Campiglio, a historic dwelling in the centre of Milan, now a Museum by Fondo Ambiente Italiano.

The first jewel in the collection, Lefay Resort & SPA Lago di Garda, is celebrating its tenth anniversary and has been awarded more than 60 international accolades since opening, Now the Group is taking its first steps into "Serviced Branded Residences", becoming the first Resort in the Italian market to offer residences of this kind within a SPA Destination.

#### THE CONCEPT

Lefay Wellness Residences are the perfect union of the Brand's values: new luxury, holistic wellness, sustainability and the exclusivity of 5 star services.

Owners may match the privacy of being at home with all the Resort's services, including the multi award-winning Lefay SPA, the Lefay Vital Gourmet restaurants, the lounges and the concierge service. The interior design features local materials combined with the uniqueness of the Made in Italy design and are equipped with low environmental impact technology.

In addition to this, Lefay Wellness Residences also represent an investment opportunity that guarantees value over time and offers a range of valuable benefits. Owners can sign up to the Rental Programme, a solution that allows them to make their residence available to the Resort when not in use, thereby



receiving the return generated by the sale revenue. This allows Owners to flexibly organise their holidays and, at the same time, maximise the income of their unit, knowing that it is fully taken care of by the Resort staff and in perfect condition upon arrival.

«Having reinvented the concept of wellness holidays, we are now beginning to dramatically innovate the classic model of the holiday home, with a perfect combination of the advantages of real estate property and hospitality. We are the first to provide a lifestyle trend, which is already a success abroad, but still needs to gain ground in Italy. Lefay Wellness Residences will allow us to offer our future Owners a new way to experience their holiday where luxury, nature and wellbeing are in one place.» says Domenico Alcide Leali, Lefay Resorts' Executive Chairman.

#### **LEFAY WELLNESS RESIDENCES DOLOMITI**

The first Wellness Residences are set at Lefay Resort & SPA Dolomiti, in the wonderful ski area of Madonna di Campiglio in Pinzolo, surrounded by the spectacular scenery of the Dolomites, declared by UNESCO a "World Heritage Site".

Lefay Wellness Residences Dolomiti are finished using materials such as glass, wood, stone, high quality leather and Italian wools. Furniture is tailor-made and mixes artisan expertise with Italian creativity, in an environment where wellbeing and luxury exist in harmony.

Each single unit has been studied to offer an excellent home experience in full respect of the environment, thanks to building energy class A certification and the use of renewable energy sources. It also offers state of the art entertainment technologies.



Owners will have direct access to the Resort's services from their residence, among which a 5,000 sqm wellness area (one of the largest Spas in the Alps) including the sports swimming pool and the indoor & outdoor pool (both year-round heated); the zone for saunas and steam baths of varying temperatures; an entire floor reserved for spa treatments and the Fitness Centre; two restaurants and other services such as a bar, ski & bike room, lounge and Concierge.

The 23 Residences are available in four different categories starting from 98 sqm to the exclusive Penthouse of 275 sqm. Sales are open from 1 July 2018 and delivery is forecast from September 2019.

All details and information are available on the website [lefoyresidences.com](http://lefoyresidences.com)

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