



THE REBIRTH OF A LEGEND: THE DATAI LANGKAWI UNVEILS ITS NEW LOOK Iconic Malaysian resort debuts its new interiors and new visual identity

London, 1 March 2018: Legendary Malaysian resort, [The Datai Langkawi](#), today unveiled images of its refurbished interiors and exteriors following an investment of USD60million, along with a new visual identity and branding. The images give a glimpse of how the property will look once it reopens in July 2018, following a 10-month renovation which started in September 2017.

The most substantial enhancement since the resort's inception nearly 25 years ago, the project is being led by Didier Lefort of award-winning Paris-based design studio [DL2A](#), who along with visionary Australian architect Kerry Hill, was responsible for the original designs at launch in 1993. Lefort brings an unrivalled knowledge of the estate, its structure, history and unique surroundings, along with a deep connection to the original vision of a luxurious retreat seamlessly integrated into the 10 million year old virgin rainforest, backed by the pristine Datai Bay.

"We have a duty to preserve the legacy of this extraordinary resort and the time was right for a major refurbishment, over two decades since it was built," said Arnaud Girodon, General Manager. He added: *"We are confident the new incarnation of The Datai Langkawi will broaden its appeal across continents and generations whilst delighting our loyal repeat guests, many of whom see this as a second home. We are now ready to embark on a new chapter for The Datai Langkawi and are looking forward to the journey."*

The works include a remodelling of the interiors of the guestrooms, suites, villas and public areas. Lefort's approach marries simplicity, modernity and creativity with inspirations from the local environment, culture and materials. Accommodation is refreshed with lighting enhancements and a warm, sophisticated colour palette; the addition of the latest technology ensures the ultimate in contemporary comfort, with the signature 'Datai DNA' still evident throughout. Regular visitors will notice significant changes to the main entrance, lobby and overall landscaping. Three of the much-loved Rainforest Pool Villas have been added to the existing five, all located along the Datai River which runs through the 750 hectare rainforest, featuring a deck and pool overlooking the crystal clear water. Spanning over

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3,500 square metres, the new five-bedroom The Datai Estate is one of the largest villas of its kind in Asia, comprising spacious living rooms, games rooms, 24-hour butler service and a private chef.

A dedicated Nature Centre, inspired by tribal bamboo longhouses, is being created to offer further opportunities for guests to immerse themselves in nature. The centre will be run by a team of naturalists and marine biologists led by Irshad Mobarak, the resort's highly regarded resident naturalist. It will house a library as well as a tea corner offering a range of wild traditional Malay tisanes beneficial to health, allowing guests to explore the therapeutic and medicinal properties of widely used local herbs. Mini laboratories will enable guests - young and old - to discover more about the marine and rainforest environment that surrounds them, and will allow them to participate in conservation and scientific research activities.

Further additions to the resort's footprint include the expansion of The Datai Spa with a new air conditioned treatment room supplementing the existing four open-air spa villas, and a dedicated [Bastien Gonzalez](#) manicure and pedicure studio. The spa draws heavily on local traditions, and includes a treatment list based on the Malay concept of *ramuan* or 'potions', made by infusing oils with hand-picked medicinal foliage from the herb garden and surrounding rainforest. The list of treatments includes *The Ramuan Ritual* and *Ramuan Massage* as well as *Tungku Batu*, performed by highly trained and skilled therapists.

The extension of The Pavilion and The Dining Room restaurants, along with the rebuilding and relocation of the Fitness Centre to the beach front, complete the new look.

A new visual identity has been created by brand agency [Sarah Miller & Partners](#), whose expert team of strategists and designers has refreshed all aspects of the resort's branding and positioning, including the creation of a new logo, website, photography, and video to launch the new chapter in The Datai Langkawi's story.

The new hardware and brand identity are underpinned by The Datai's legendary Malaysian hospitality, synonymous with attention to detail, professionalism and humanity. A dedication to excellence is demonstrated by the 'Datai Investing in People' initiative – the first such scheme in the region - which enables staff to undergo training during the resort's closure via classes custom-designed with two leading universities, resulting in Hospitality certifications.

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The resort's dedicated team will return motivated and inspired, ready to welcome guests to the 'new' The Datai Langkawi.

At its core The Datai Langkawi is a destination resort where man and nature are in perfect harmony, and where everyone – from guests to associates – has the luxury to be their natural self.

-ENDS-

ABOUT THE DATAI LANGKAWI

One of the world's most stunning resorts, The Datai Langkawi is situated on the northwest tip of the island Langkawi in Malaysia. Located in a 10 million year old rainforest rich in wildlife, and overlooking the tranquil Datai Bay that has been awarded by National Geographic one of the Top 10 Beaches worldwide, the iconic property enchants with mesmerising nature, visionary architecture, luxury and bespoke service. All of the 121 rooms, villas and suites at The Datai Langkawi, including the five-bedroom The Datai Estate, offer breathtaking views of the surrounding nature. Elevated among treetops, set in the very heart of the rainforest or located directly on the coastline, the dining outlets, which include the award-winning The Gulai House as well as The Pavilion, The Dining Room and The Beach Club, pay homage to the exotic flavours and culinary traditions of the region. Leisure facilities include two swimming pools; a state-of-the-art fitness centre; an array of wellness activities; the award-winning spa and Els Club Teluk Datai - the most scenic golf course in Southeast Asia designed by golf legend Ernie Els. The Datai Langkawi is managed by [Themed Attractions Resorts & Hotels Sdn Bhd](#), an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations.

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