



W RETREAT & SPA - MALDIVES AMPLIFIES DESTINATION WEDDINGS IN THE MALDIVES WITH 'WED YOUR WAY' WEDDING CAMPAIGN

*From a Music Curator to a W Insider, W Retreat & Spa - Maldives Abandons the
Expected to Host the Ultimate Retreat Destination Weddings*

February 29, 2015 – Setting new heights for bespoke destination weddings, W Retreat & Spa – Maldives, part of Starwood Hotels & Resorts, Inc., announced the launch of **WED YOUR WAY**, a one-of-a-kind comprehensive wedding experience that encompasses the brand's signature style, sophistication, dynamic decadence and fun for everyone. Couples can abandon the expected, amplify every celebratory moment and say 'I do' against the Maldives' most brilliant backdrops, relishing the ultimate retreat destination wedding – all without lifting a finger.

"Planning an event of a lifetime is never easy," said Arnaud Champenois, Senior Brand Director for W Hotels, Le Méridien, St. Regis and Luxury Collection, Starwood Hotels & Resorts Asia Pacific. "We know the stress that accompanies a destination wedding, and we are pulling out all the stops, leveraging W Hotels' distinctive lifestyle programming and our passion for fashion, music and design to help couples plan their most memorable and unique life event."

With the WED YOUR WAY wedding campaign, couples can opt for all or any of the following programs:

- **Set the Stage**

What happens at W stays at W! A couple can partake in the ultimate stag night and hens/bridal party, gathering their friends for a last hurrah that will shatter the mold. Let the W Insider make all the plans, turning staid tradition into an energetic extravaganza. Also, FIT personal training packages bring invigorating, unconventional workouts into the picture, keeping the bride and groom at the top of their game.

- **Vows with a View**

Nothing typical about these 'I-Do's. The ceremony experience includes programs such as **W Music Curation**, to help a couple design their own pulsing wedding soundtrack in collaboration with W Resident DJ; **W Insider** to amplify the details, from wow-ing guests to personalized wedding favors; and **Whatever/Whenever®** services, securing a






couple's every wish, whatever they want, whenever they want it. No matter what the couple has in mind, W Retreat & Spa - Maldives can tailor their celebration style - whether a grandiose gala or a more private and romantic affair, the retreat brings the most vibrant visions to life. Guests can also have their wedding ceremony held on their own tropical island of Gaathafushi, which is located minutes away by a speedboat from W Retreat & Spa – Maldives. After the ceremony a couple can enjoy a special candlelit BBQ with their own private chef, or indulge in exquisite serenity while exploring the surrounding lagoon, and hang out on the signature W Bed under a thatched roof.

- **The Beat Goes On**

When rings have been exchanged, the revelry begins with access to the buzzing 15BELOW Maldives' only underground club or WET® pool bar featuring resident DJs. Late night W Bites enlivens the scene and special hangover kits or a celebratory Champagne breakfast helps keep guests happy the next morning – all in true W style.

For bookings and more information on W Retreat & Spa - Maldives' wedding packages, please explore <http://www.wretreatmaldives.com/en/weddings>

Stay tuned by following W Retreat & Spa - Maldives on    

-Ends-

About W Maldives

Connect with your inner peace and go along with the pace of island life. Experience one of the 78 Retreats, either on the beachside or overwater giving you access to endless Indian Ocean views. Succumb to the dazzling blue waters, spectacular reefs and pristine sands in style and be at one with both body and soul. AWAY® Spa at W Maldives is the ultimate sanctuary for well-being with four overwater treatment villas, each with a private outdoor area and a range of treatments designed to remove all the stresses and strains of modern day city life.

About W Hotels Worldwide

W Hotels is a contemporary, design-led luxury lifestyle brand and the industry innovator with 47 hotels and retreats, including 17 W-branded residences, in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access, offering a unique mix of cutting-edge design and passions around fashion, music and entertainment. With 15 years of proven success, W Hotels is on track to reach more than 60 hotels by 2018. W Hotels have been announced for Shanghai, Tel Aviv, Abu Dhabi, Dubai, Amman, Jakarta, Panama, Muscat, Suzhou, Changsha, Chengdu, New Delhi, Kuala Lumpur, Shenyang, Marrakech and Brisbane, while upcoming W Retreats include Goa, Phuket, Hainan Island and Mexico's Riviera Maya.

For more information

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