

W MALDIVES

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W MALDIVES PARTNERS WITH REEBOK WOMEN TO REDEFINE PERFECTION VIA #PERFECTNEVER CAMPAIGN

Global sports brand launches #PerfectNever lifestyle campaign with the help of 12 influences at W Maldives

Maldives, October 3, 2017: W Maldives partners with the famous Reebok Women sports brand to host prominent influencers from seven countries, to redefine the notion of perfection via #PerfectNever campaign.

On 25-27th August, Reebok Women invited 12 ladies from Southeast Asia and the Pacific to W Maldives as the faces and voices of their #PerfectNever campaign in the region, with the aim of flipping the conventional notion of perfection. These are influencers with a huge following on Social Media (approx. 7.7 million collectively) and admired for their flawless lifestyles. With the #PerfectNever campaign set in the perfect environment, the aim of the happening was to show that there are more to these women than the airbrushed images on their Social Media accounts – the grit and the determination that makes them human and ‘perfect’ in their own way.

During the 3-day event, these women shared their life journey during both individual and sharing interview sessions. At the forefront of their minds were topics on comparing oneself to others, body shaming, bullying, personal insecurities and society’s definition of ‘beautiful’. Boundaries were also pushed with a 7:00AM sunrise yoga session and a High Intensity Interval Training (HIIT) workout at sunset led by Reebok’s Ambassador Liv Lo. A combat workout was also conducted by W Maldives’ own fitness instructor Mark Angeles. The digital campaign is scheduled for launch on October 1, 2017.

During the event, Social Media content contributed to #PerfectNever garnered **a reach of 8,910,066 and 35,911,486 in impressions.**

The actual #PerfectNever campaign will launch with a full video that summarizes the #PerfectNever experience at W Maldives and a voiceover that encapsulates the campaign message. The influencers will be sharing their #PerfectNever story through 60 seconds’ videos of their individual journeys; pictures of their perfect self and ‘tough fitness’ pictures of them geared in Reebok attire.

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An online contest is also organized for residents of Southeast Asia and the Pacific, in which they may enter by sharing their #PerfectNever stories online. The Grand Prize is an all-expense paid 3-night stay at W Maldives for two, sponsored by both brands.

Explore the Instagram pages of our #PerfectNever attendees:

- Reebok Ambassador – [Liv Lo](#)
- Indonesia – [Naysilla Mirdad](#), actress
- Indonesia – [Olivia Lazuardy](#), fashion blogger
- Thailand – [Lydia Sarunrat Deane](#), singer
- Singapore – [Andrea Chong](#), fashion and travel blogger
- Singapore – [Melissa Celestine Koh](#), fashion and travel blogger
- Malaysia – [Kiran Jassal](#), model and Miss Universe Malaysia 2016
- Malaysia – [Venice Min](#), blogger
- Philippines – [Laureen Uy](#), blogger
- Philippines – [Katarina Rodriguez](#), model and Asia's Next Top Model finalist
- Vietnam – [Chau Bui](#), fashion icon
- Australia – [Amy Maree Comber](#), makeup artist and YouTuber
- Australia – [Keira Rumble](#), travel and lifestyle blogger

“We are excited to sponsor the Reebok’s Women new #PerfectNever marketing campaign, which resonates perfectly with the W Hotels’ lifestyle approach to delivering healthy lifestyle choices to their diverse W clientele. For W Maldives, this means applying our bold approach to wellness so any woman could look and feel good whenever she wants,” said Thomas Vaucouleur de Ville d’Avray, W Maldives’ General Manager.

High res images and videos can be accessed [here](#).

-Ends-

Stay tuned by following W Maldives on



About W Maldives

Connect with your inner peace and go along with the pace of island life. Experience one of the 77 Escapes, 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

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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

Born from the bold attitude and 24/7 culture of New York City, W Hotels, part of Marriott International, Inc., has disrupted and redefined the hospitality scene for nearly two decades. Trailblazing its way around the globe, with more than 50 hotels, W is defying expectations and breaking the norms of traditional luxury wherever the iconic W sign lands. With a mission to fuel guests' lust for life, W ignites an obsessive desire to soak it in, live it up and hit repeat. The brand's provocative design, iconic Whatever/Whenever service and buzzing Living Rooms create an experience that is often copied but never matched. Innovative, inspiring and infectious, the brand's super-charged energy celebrates guests' endless appetite to discover what's new/next in each destination, to see more, feel more, go longer, stay later. W Hotels Worldwide is proud to participate in the industry's award-winning loyalty program, Starwood Preferred Guest®. Members can now link accounts with Marriott Rewards®, which includes The Ritz-Carlton Rewards® at members.marriott.com for instant elite status matching and unlimited points transfer. For more information on W Hotels, visit whotels.com/theangle or follow us on [Twitter](#), [Instagram](#) and [Facebook](#).

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