

Life & TIMES

ISSUE TWO

Insights INTO THE WORLD OF ASIA'S Barefoot Luxury Pioneer

'ITALICS' Bold New Emphasis On Contemporary Italian

The team behind the soon-to-launch **akyra** Manor Chiang Mai boutique hotel has united again to create *Italics*, a stand-alone Bangkok restaurant and deli bar which will offer a new interpretation of contemporary Italian cuisine.

●● **ITALICS WILL OPEN IN BANGKOK'S** stylish Soi Ruamruedee, in the heart of Sukhumvit's most prestigious business, residential, and diplomatic district, towards the end of January, 2015.

Shortly thereafter it will be joined by a sister restaurant in Chiang Mai – the flagship dining experience of the new **akyra** Manor Chiang Mai, set to launch later in Q1 2015. Italics marks a new direction in what promises to be a fruitful and creative collaboration between Thailand's boutique hotel pioneer, AHMS - The Collection and Singapore-based Manor Group, which comprises design hotspot Manor Studio as well as a property and hotel development and investment arm which recently set up Manor Group (Thailand) to oversee both projects and streamline the partnership.

AHMS founder and managing director Anchalika Kijkanakorn said the time was right for AHMS to venture into stand-alone restaurants and she had full confidence that Italics would be a success both as a stand-alone eatery in Bangkok and as the star attraction of the soon-to-launch urban boutique hotel in Chiang Mai, with further outlets under the newly-created brand a possibility.

"AHMS has had many successful years building fine resorts based around experiences and cuisine," Ms Kijkanakorn said. "With this in mind and through great demand, we have decided to bring our concepts from each resort into a city-based



“**THE CULINARY CONCEPT IS NEW AND A LITTLE BIT DARING**
– *It's not just about Italian per se, but about proven provenance and local ingredients used in an Italian style as interpreted by our team.*”

stand-alone restaurant to show people that although they live in an urban environment, cuisine and harvesting and sourcing can stretch far beyond the city limits yet remain true to Thailand.”

She said she was excited to be embarking on a second ground-breaking venture in partnership with Manor Group in short order. Manor Group's CEO and founder, John Lim, said he was also enjoying the creative dynamism between the two groups in launching two innovative projects in response to 'niches' he had seen in the Bangkok and Chiang Mai markets during the course of his travels, business, and community

service in Thailand. Manor Studio's Design Director, Chaw Chih Wen, said the idea of artisanal cuisine using local Thai produce presented in an Italian way had inspired the design of Italics in Bangkok.

“The juxtaposition of the cuisine itself and concept of Italics are expressed by the almost two-dimensional frames of each area in the restaurant whereby different scenarios are depicted, and also via inserting photographs of local Thai people, such as a local Thai with coffee, or a farmer on his farmland, and so on. The main colour scheme is a combination of black, grey and white. Materials will be mostly leather and

wood. We have also taken a close look at Lavazza's avant-garde style. Lavazza's concept portrays surrealistic and rather abnormal scenes from afar. However, if one looks closely, they are actually quite realistic and true to form.”

“With the design concept of Italics, we have aimed for creating a mysterious feel – with the cuisine and the menu itself very innovative and interactive. People will most likely know what they are expecting, only to be presented with something surprisingly different.”

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LIFE & TIMES

2nd issue

BY AHMS THE COLLECTION

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DEC 2014

LIFESTYLE

Saturday Sessions at Aleenta Phuket



●● Aleenta Phuket has unveiled the chilled new Saturday hot spot for cool couples and groovy families who play together. *Page 03*

WELLNESS

Ayurah Wellness Centre Opens in Koh Samui



●● The exciting destination spa concept has been extended to sister property AKARYN Samui Resort and Spa. *Page 04*

EXTENSION

New Luxurious Pool Villas



●● Aleenta Phuket - Phang Nga Resort & Spa is extending its signature *Outdoor-Living In* concept with lavish new pool villas. *Page 08*



The Perfection of PIZZA

●● **AT AKARYN** guests have the freedom to choose from over 80 gourmet pizzas cooked in the island's only hand-made, wood-fired, beachfront pizza oven featuring the cream of genuine Italian cheeses and cold cuts. Pizzas are freshly made by hand with the verve and acrobatic skill of the Local Thai AKARYN

Pizza Crew, trained by a master Italian Pizza chef from Venice who built the oven by hand, brick by brick, on the beachfront at Hanuman Bay. Guests are also free to order and dine in – residence.

THE OVEN AT AKARYN IS OPEN DAILY FROM 13H00 – 22H30.

HEAR & Say

GO TO www.ahmshotels.com for more information

A Few words from our leader

TO OUR FRIENDS AND PARTNERS

Issue 02 01.12.14

I have been working in this business for over a decade. Well, if you call it business, I consider it more of a love affair. Ever since I returned from 10 years with GE Capital in the US and Europe to visit the beach house I spent summer holidays growing up in, in Pranburi. Wonderful memories of that continue to this day, as this was the first step we took in building AHMS – a business offering off the beaten track experiences that were able to honestly and wholeheartedly provide guests a true insight into an authentic Thai way of living, with a few smatterings of what I call barefoot luxury thrown in for good measure. Over 10 years on, Aleenta Hua Hin-Pranburi continues to offer down-to-earth, creative and cutting experiences, and its latest Carbon Free Cooking initiative can be read about more on page 9.

During this time we have expanded. Our concept of offering road less travelled destinations, combining them with gourmet and wellness experiences has caught on. We opened Aleenta Phuket-Phang Nga eight years ago now and are in the midst of growing it – beginning with adding choices for families with young children, like me, adding a Children's Club, opening The Edge restaurant, launching Ayurah Wellness Centre and introducing a concept of beach clubbing for grownups. We will also expand the resort with 34 more fabulous villas next year. Please read more on page 8.

Here's wishing you all the very best for the festive season – and happy reading!
Happy New Year.



Anchalika Kijkanakorn

Founder AHMS Hotels
Chairman of the Board,
Small Luxury Hotels of the World

For enquiries or comments please feel free
to contact: info@ahmshotels.com



AKARYN Samui

MORE VOICES FROM THE AHMS TEAM



W AHMS continues to position itself as the pioneer in boutique resorts and will do so in 2015 with our exciting new openings.

EUGENE OELOFSE

Brand Director



W With all our new openings, we can't wait to introduce you to all the new members of the AHMS team!

MIA SINGSON-LÉON

Executive Director HR



W Can't wait to introduce you to Chiang Mai's most exciting luxury boutique hotel, opening May 1st, save the date!

CHRISTOPHE GESTIN

Resident Manager of AKMC

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●● Carbon Free Cooking an industry leading initiative where produce is sourced from the property's organic farm.

WHAT'S HOT
Beach Wedding Attire Tips

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●● Given Thailand's tropical climate, comfort when choosing your wedding attire is often the best option.

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akyra Chura Samui
AKARYN Samui



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@AHMS_hotels

You can download a digital version of A Life & Times from our websites

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Special thanks to the AHMS team and everyone involved behind every single one of our fabulous resorts who helped us put this newspaper together.

For any press enquiries please contact media@ahmshotels.com

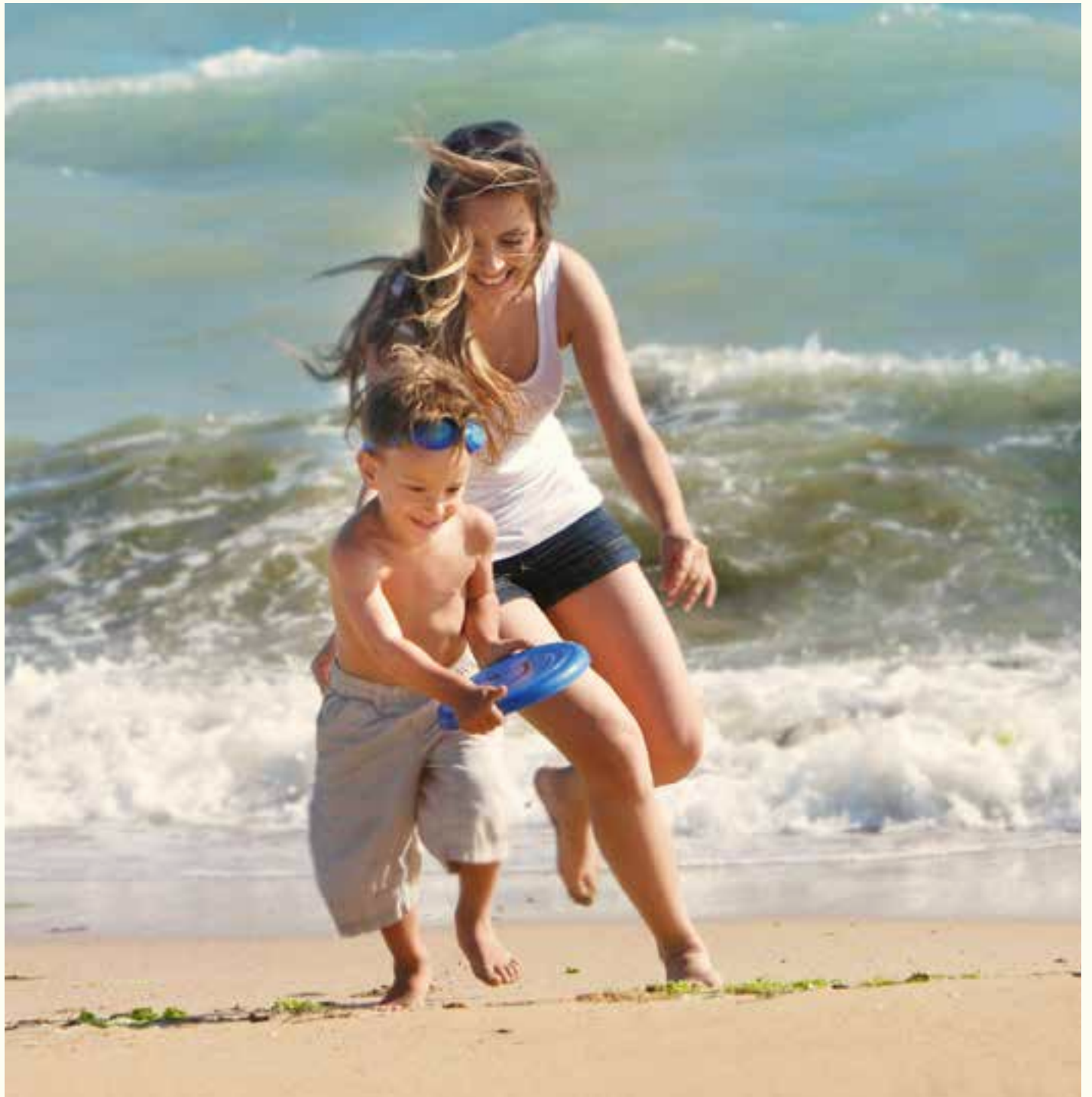
Saturday Sessions

ALEENTA Phuket-Phang Nga has unveiled the chilled new Saturday hot spot for cool couples and groovy families who play together and stay together with a concept simply called 'The Saturday Sessions'.

●● **THE MOVE COMES ON THE HEELS** of a more than USD3.5 million renovation project which saw the award-winning resort add a spectacular beachfront infinity pool, a new version of The Edge gourmet restaurant and an expansive poolside lounging area perched atop stunning Natai Beach, the 'Hamptons' of Phuket. The luxx-lounging concept is the latest innovation by the pioneering resort group who also recently opened the Ayurah Wellness Centre where guests are treated to a 'Wellness that Works' philosophy through the exclusive treatments of Linda Meredith which focuses on natural health and beauty.

"The Saturday Sessions are very much about reclining, dining, unwinding and it's aimed at couples, couples with kids, big kids at heart, and anyone with a taste for the luxury beach club life, a tasty tune and a nicely chilled Rosé," said AHMS – The Collection managing director and owner of Aleenta Phuket, Anchalika Kijkanakorn. "It's a new idea, but I believe there are other people like me, with young kids they adore but with the urge to let their hair down and have some fun, knowing the kids are nearby and cared for in an atmosphere of fun and learning. That's the advantage our new Children's Club brings to the table and Saturdays are about to get a whole lot hotter, and several degrees cooler, at Aleenta Phuket."

The award-winning culinary team behind The Edge will be serving up the very best of beach lounge cuisine, including 'Pieces of Eight' Asian Tapas selections from THB 980, 8 delicious original and Asian-Fusion Tapas, which are perfect for amazing daytime grazing. Main courses spanning the freshest seafood, roasts, pasta and funky up noodle dishes will be a tick of a box or a flick of an iPad away, along with tempting dessert creations and free-flow cocktails from THB 499. There's also complimentary sodas for children aged up to six, and half price beverages for kids ages 7-12. Ms Kijkanakorn said there would be some fun-filled beach activities in addition to the cool tunes and serious lounging on the pool deck, from beach 'putt putt' mini golf to a floating slide and floating beach ball cages to put some bounce back into Saturdays.



"This is beach clubbing for the grown-up, who knows how to have a good time, but has moved along in life a bit.

We're not bling bling and bad behaviour. It's a kinder, gentler style of clubbing, or lounging."

AYURAH WELLNESS CENTRE

Ayurah offers a new twist on the essential Asian spa experience, with a unique combination of cutting-edge treatments and a philosophy of 'Wellness That Works' - utilising the best of modern medical wisdom and time-honoured traditional Thai treatments with the latest world class beauty practices. Ayurah focuses on the 4 main areas of Wellbeing:



DETOXIFICATION



REJUVENATION



ANTI AGEING



WEIGHT OPTIMIZATION

NOW AVAILABLE at:

Aleenta Phuket
Tel: (+66) 76 580 333

AKARYN Samui
Tel: (+66) 77 248 415



AHMS THE COLLECTION



AKARYN

Ayurah Wellness Centre *Opens in Koh Samui*

●● **AHMS-THE COLLECTION'S** pioneering spirit recently led to the creation of Ayurah Wellness Centre at Aleenta Phuket-Phang-Nga Resort & Spa, and now the exciting destination spa concept has been extended to sister property AKARYN Samui Resort and Spa.

Underpinned by a cutting-edge range of treatments and a philosophy of 'wellness that works', Ayurah Wellness Centre features a range of sought-after skincare products and therapies developed by Linda Meredith, whose celebrity clients include Madonna, Gwyneth Paltrow, Kate Moss and Jude Law. She does not have a relationship with any other company in Thailand. Aleenta Phuket and AKARYN Samui are equipped with advanced anti-ageing methodologies founded on the best modern medical wisdom and time-honoured traditional Thai treatments.

AHMS owner and managing director Anchalika Kijkanakorn, who is also chairman of the board for Small Luxury Hotels of the World, said: "This is a concept very much of its time. Guests are now well versed on wellness and are looking for an approach that integrates treatments into their holidays so they will leave feeling and looking great. They want a spa that delivers on its promises, that provides treatments which work, and that's Ayurah." Ayurah Wellness Centre's treatments include hydrotherapy



and chromotherapy baths, nail and foot reflexology, oxygen and music therapy, a Vichy shower, a beauty lounge, a tranquil relaxation lounge and six treatment rooms for couples and singles. It further offers jet lag recovery, executive stress relief, a body sentimentality treatment, a facial elixir treatment, a children's spa introductory program and a deluxe newlyweds spa experience. Known as the 'Queen of

Facials', Ms Meredith has worked in the beauty industry for more than 40 years. Throughout that time she has noticed a dramatic change in how our skin is evolving, researching what has caused these changes. It became very clear to her that in the past 60 years toxins are a major factor in that change. For this reason she determined an alternative concept in skincare was needed – and she delivered it.

Ms Kijkanakorn said: "Ayurah is being bold and practical with its approach to wellness. It is based on a more thoughtful personal lifestyle, and we are providing the holistic and medical science to help guests improve their bodies and minds during their stay at the resort and later on. This ensures they benefit from the results."

“AYURAH IS VERY MUCH A LIFESTYLE CHOICE

We are talking about treatments where guests come 3-4 times a year to 'TOP UP', making sure they are looking and feeling their very best.

*This can include full maintenance plans where guests will be able to come once or twice a month, **KEEPING THEM FEELING BEAUTIFUL AND REJUVENATED.**”*



Turning Up the
Bliss
- O'meter at
AKARYN Samui

●● AKARYN Samui Resort and Spa has delivered its exclusive **BLISS UPGRADE** – which is guaranteed to make your tropical island holiday experience even better.



THE DEAL FEATURES:

• 30-minute Thai massage for two

• AKARYN's *Signature* pre-dinner cocktail (2 glasses)

• Laundry service (4 pieces per room per day).

THE COST:

THB1,500 per night per room.



AHMS Scoops Top Hotel Awards

AHMS – The Collection's reputation as a luxury boutique resort operator of the highest standard has been reinforced after it collected three gongs at the prestigious International Hotel Awards 2014.

●● **THE COMPANY'S** trophy cabinet became even more crowded when AKARYN Samui Resort and Spa won a 5 star award in the Resort Hotel category for Thailand, while Aleenta Phuket-Phang Nga Resort & Spa won a 5 star award in the Spa Hotel category for the Kingdom.

The sensational result was underscored when Aleenta Hua Hin-Pranburi Resort & Spa collected a gong in the 5-star Sustainable Hotel category. The best hotels and

hospitality related companies from more than 50 countries across the world have been competing to achieve one or more coveted International Hotel Awards, sponsored by Rolls-Royce Motor Cars.

Winners of the International Hotel Awards initially have to prove they are the best nationally before competing against other top scoring hotels from across Asia Pacific, Europe, the Americas, Arabia, Africa and the UK. Joining this highly competitive field

for the first time this year are Peru and the Bahamas.

Stuart Shield, president of the International Hotel Awards, said: "This is the fourth year of the International Hotel Awards. Its aim is to highlight excellence in the luxury hotel industry and praise the outstanding levels of service and style."



continued from page 1.

The total space of Italics Bangkok will be around 250 sqm, with a main indoor dining area seating 32, an al fresco dining area seating 24, and a coffee bar with seating for 13.

Ms Kijkanakorn added: “The culinary concept is new and a little bit daring – It’s not just about Italian per se, but about proven provenance and local ingredients used in an Italian style as interpreted by our team. Italics, as any typographer can tell you, is the slanted font used today to give a word or phrase added emphasis. At Italics, the emphasis will be on deconstructing and reimagining Italian classics, going the extra mile to find the highest quality local ingredients while offering diners good value and of course where possible organic and sustainable selections. We will also put an emphasis on good wines and intelligent mixology.” Ms Kijkanakorn said that while the head chef at Italics would be announced soon, Aleenta Hua Hin-Pranburi resident manager and Michelin-starred chef James Noble had been instrumental in helping put the culinary concept together.

Mr Noble described Italics as: “Interactive Innovative Italian, showcasing local products and growers in an artisanal style, targeting diners from all walks of life, with affordable fare from the deli and cafe to a more upscale ambience in the a la carte restaurant.” Asked to name three recommended dishes from the almost-finalised launch menu, Mr Noble suggested the 13-inch wood-fired pizza with hand-kneaded dough, fresh mozzarella, artichoke and fennel, and toppings including Pasta & salami, Comfit garlic & lamb, Caprese pesto seafood, sage chicken & corn, or a quartet of all four choices, Deep-fried home-cured olives and polenta croutons, and Chokchai braised oxtail sage gnocchi.

The extensive menu also featured Calamari frito, chili-dusted with herb salad and Tarradis, Raw & pure beef, lamb and pork with shaved parmesan and chili oil, Open chicken saltimbocca, solar-dried tomato and basil barley risotto, Prawn & aragula tagliatelli with shaved parmesan and pistachio oil, and dessert temptations including Banana ricotta cheesecake with pouring cream, Pineapple zabaglione with honeycomb, Pistachio Lavazza Cannoli with chocolate dip, and chocolate waffle with blood-orange mousse.

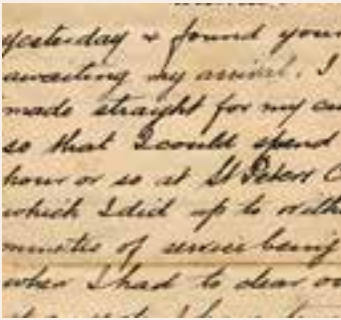
The launch date set for the end of January 2015, would be marked by complimentary Italian canapés and a tasting menu for invited guests, along with a ‘Flair Barista’ show and imaginative Prosecco cocktails. In the meantime, **akyra** Manor Chiang Mai has been given a launch window of Q1, 2015, with the chic urban resort concept set to provide an invigorating shot of passion, design flair and contemporary style for the ‘Rose of the North’. **akyra** Manor Chiang Mai is the hotly-anticipated, hip downtown hotel Chiang Mai never had, located in the heart of buzz-worthy boulevard Nimmanhaemin Soi 9, known as ‘coffee street’.

Italics would be the hotel’s flagship dining experience, boasting a state-of-the-art show kitchen and authentic Italian pizza ovens, complemented by a show-stopping rooftop pool bar, Rise, where sunsets would be a ‘religious experience’. The hotel is a 5-Star, 30-key all-suite luxury hotel, with 23 suites at 610 sq ft and 7 larger suites at a spacious 1,050 sq ft created around a ‘courtyard-within-a-room’ concept which sees each suite equipped with an outdoor hot tub in an open-air but covered courtyard.



Come to visit us or learn more

www.ahmshotels.com



ITALICS IS OLD

The classic sloping typeface inspired by 16th century Italian handwriting is used to lend emphasis... and direction.



ITALICS IS BOLD

Chef extraordinaire James Noble deconstructs and reimagines Italian classics, with an emphasis on freshness and flavour.



ITALICS IS NOW

An idea of its time, Italics takes Italian back to the future, up to the minute, and into new places. Italics is about an emphasis on you.



Fresh Flavours And Innovative Concepts

The dining experience at **akyra** Chura Samui is all about fresh flavours, innovative concepts, cuisine that comforts and cutting-edge culinary adventures. There is a cooking class, or a master class in Asia’s oodles of noodles, as well as beachfront seafood fiesta, nibbles to complement cocktails, food you can groove to and private dining to die for.

akyra breakfasts are famous. A towering achievement in the art of early morning grazing. Feel like breakfast in bed, in room, or on the beach? No problem. Just let us know the night before. Club **akyra**’s beachfront bar, restaurant and chill-out zone, is a place to invite friends, hang out, appreciate and enjoy.

akyra Kitchen is an authentic Thai kitchen featuring the most popular Thai cuisine from the South of Thailand.



Meet The Manager!

● ● **ALEENTA HUA HIN-PRANBURI RESORT & SPA’S** resident manager, whose vast experience and high inventiveness shaped AHMS – The Collection’s new Italics restaurant in Bangkok, is a creative wild card. He is a hugely competent and popular professional who is also a Michelin-starred chef, a futurist and a man of prudence.

One of his first acts at Aleenta Hua Hin-Pranburi was to decree the establishment of an eight hectare organic farm to deliver low-carbon and now carbon-free cooking, with gourmet menus now served with world-class sustainability on the side, and with the je ne sais quoi the very freshest produce can confer on any fine dining venture. He forges bonds with guests that endure, and guards the privacy of his more high profile and A-List celebrity guests with passion and alacrity.

James has a prismatic knowledge of cuisine, a classically trained chef with a contemporary outlook who still loves to perform magic in the kitchen. He is an elite culinary creative whose Mediterranean, French, Asian and International dishes have tantalised dinner parties and events from 30 to 3,000 guests. He is also a natural manager, who wins hearts and minds through leading by example, and by doing when others are still talking.

His mission is to rally all team members behind the Aleenta brand and AHMS - The Collection’s pioneering vision, using his development, management, and troubleshooting skills to finesse a magnetic five-star experience. His success in delivering AHMS - The Collection’s unique ‘intuitive luxury’ is rooted in his own nimble thinking.



James Noble
‘Creation not imitation’
is his credo.

‘Believe in yourself’
is his wings and his prayer.

OUR Feature

PORK NECK

MADRAS | BANANA | GRANOLA | CILANTRO

This is a great pork dish, also very popular among our guests. The Pork Neck itself is locally sourced and has a nicely balanced marbling. It is cured for 3 days in brine which includes smoked wood chips from a locally famous and extremely fragrant kind of wood. It is then washed and slow cooked for about 4 hours. We serve it with banana which is first baked and turned into fluid gel, giving the dish a nice sweetness. The dish is then paired with yellow curry fluid gel and granola containing local nuts and a sauce made of long leaf coriander, milk, cream, and potatoes blended together.

“This dish is a flavor-some combination not to miss!”

“The discovery of a new dish does more for the happiness of mankind than the discovery of a star.” - ANTHELME BRILLAT-SAVARIN,

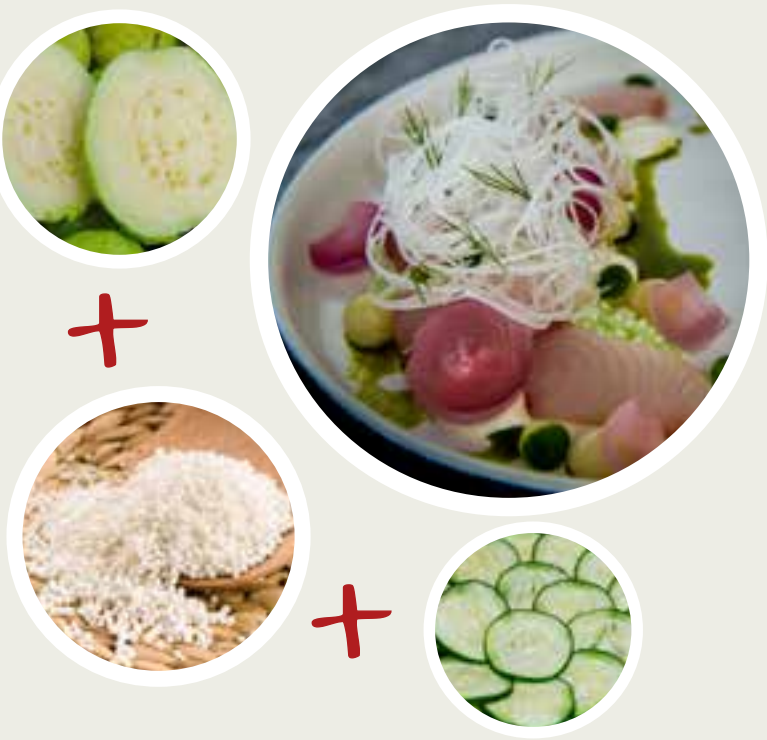


SABA

QUICK-CURED MACKEREL | CUCUMBER |
TAPIOCA | DAIKON | GUAVA |

This dish is a perfect balance of sweet, sour, and salty. The fish has been soaked in brine for a few hours, then cured in a cucumber brine again. Served with pickled shallots, cucumber, sour cream, guava fluid gel, dill oil, and shaved daikon.

“Saba offers a refreshing composition of flavors and textures and is a perfect choice to start dinner with.”



Other featured dishes you can find on edgephuket.com



ST. JACQUES
Scallop | Bisque | Dill | Coconut



DUCK EGG
Leek | Porridge | Buffalo Milk



THE HONEY BEE
Honeycomb | Bee Pollen | Flower | Jasmine

red Dishes

YOUR DAILY insight into the life & TIME's of AHMS

OUR TOP DROP WINE & DINE



AKARYN Samui Resort and Spa's eye for detail – its determination to hit a high mark in everything it does – extends to wine.

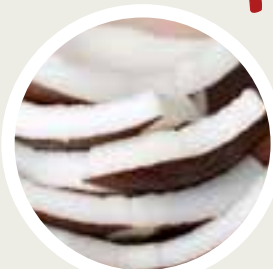
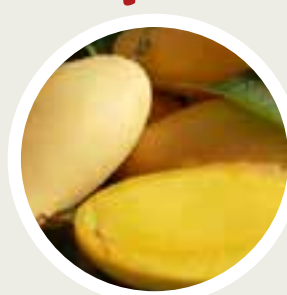
In short, the resort is a wine connoisseur's dream, where wine tasting features a resident sommelier conducting highly informative sessions complemented with a selection of food options ranging from cheeses to canapés.

AKARYN's extensive wine menu includes a very rare bottle of French Bordeaux, Chateau Latour 1996, which leading US wine critic Robert Parker described as 'a spectacular Latour' and 'the modern day clone of the 1966, only riper'.

SIAM FRAGRANCE MANGO | COCONUT | RICE

This dish is our take on a classic Thai dessert. It is a reinterpretation, a reconstruction, or rather, a Revolution. The Siam Fragrance contains all the ingredients the original dish, 'Khao Niew Mamuang', or, 'Mango & Sticky Rice', possesses: coconut, mango, & sticky rice. Yet we have given it new textures and made it fluffy, light, creamy, and crunchy.

"It's like childhood memories and a definite must try while you're here."



OCHOS steakhouse



Samui's Beacon For Captain Beefhearts

● ● WHEN AKARYN SAMUI Resort and Spa opened Ochos Steakhouse a creative and playful new approach to tropical dining on the famed island materialised. The fine array of steaks and sides is complemented by the freshest seafood, locally and sustainably caught where possible.

Ochos features a show kitchen overlooking the 'Big Table', arguably the best seat in the house. From here, diners will be up close and personal for some with the flashing Laguiole blades. Ochos – which means 'eight' in Spanish – offers a new way of experiencing fine dining: uniquely Asian takes on tapas, with diners choosing from any combination of 3 (tasting), 5 (chef's recommendation) or 8 (degustation) to share. Among the extensive array of meats, the prime rib, a 1.5kg portion served on a hot rock lava platter is one of the key signature dishes, along with saltbush lamb known in Australia as the Rolls Royce of meats, and the wagyu striploin.

All cuts are carefully selected, with high meat marble scores and are served with a selection of aromatic mustards, such as black currant, violet and ginger. The wine list at Ochos is as dazzling as the menu. Diners can pair their selections with or the wine of their choice or Sangria – always starting with a glass of bubbly each to prepare the palate for an unforgettable journey to the wilder shores of culinary creativity.

“It's an INTIMATE DINING EXPERIENCE
so reservations are RECOMMENDED.”

“The chef's table is the most sought-after in the house, where diners have front row seats to the theatre show kitchen and experience the craft of Ochos' inventive culinary team. There's also a long table in the centre of the room, which is the place to be to meet fellow travellers, share stories, and celebrate the joy of exceptional food and fine wines. Romantic candlelight dining under the stars is also available. I'd describe the food as modern Mediterranean with a twist, deconstructed and simplified, using the best of locally available fresh ingredients where possible.”

Ochos is the destination dining experience that completes AKARYN Samui's Gourmet Village, a beachside boardwalk which The Edge, where the best, freshest seafood is served with international flair, The Legend, a culinary journey back to the exotic milieu of old Siam, and The Wet Bar, the island's most chilled submerged bar.

Aleenta Phuket Adds 34 Villas

Aleenta Phuket-Phang Nga Resort & Spa is extending its signature 'Outdoor Living – In' concept with the construction of 34 lavish pool villas

●● THE THB 375 MILLION investment taking the award-winning luxury boutique resort's total refurbishment spend to more than THB 500 million. The announcement follows the property's Bangkok-based operator, AHMS – The Collection, spending THB 160 million on improvements that include a 40m infinity pool, a cutting-edge wellness centre, signature beachfront creative fine dining restaurant and a state-of-the-art children's club.

AHMS Managing Director and founder Anchalika Kijkanakorn said the new villas perfected the group's philosophy of 'Outdoor Living – In', though unprecedented levels of privacy, smart design and seamless transitions from indoor to outdoor moods and modes.

"We have used all of our experience as Thailand's boutique beachfront resort pioneers to design new pool villas in a more functional way that allows guests to enjoy the outdoors as much as the indoors and to make the transition from one to the other more natural and seamless," Ms Kijkanakorn said.

The standout features of the new villas include a sense of absolute privacy, a luxurious outdoor bath, exceptionally generous outdoor living spaces and a large, very private pool where whole families can frolic or couples can work on an all-over tan. The new villas, which will complete the renovation project at Aleenta Phuket-Phang Nga, are expected to open within Q2 2015. Ms Kijkanakorn said the improvements would be complemented by AHMS – The Collection's attention to detail and intuitive highly-personalised levels of service. The new villas would strengthen Aleenta Phuket-Phang Nga's appeal to Asian travellers, particularly those from South Korea, Hong Kong and Singapore, as well as for long-haul markets including the UK, Germany and Australia in high season.



“**WE'RE ALWAYS** looking to offer something better and distinct, pushing the boundaries, raising standards AND BREAKING NEW GROUND.”

The resort is perched upon the white sands of pristine, 20km-long Natai Beach – 'The Hamptons' of Phuket, with a burgeoning 'millionaire's row' – with the glittering new absolute beachfront infinity pool and The Edge beachfront restaurant the centrepiece. Like The Edge, the pool provides uninterrupted Andaman Sea views and serene sunsets. It has a submerged swim-up bar, daybeds and private salas over the water.

The just-launched Ayurah Wellness Centre provides a medically based range of treatments underpinned by the best traditional Thai treatments and exclusive Thailand access to the Linda Meredith skincare range of treatments beloved by celebrities from Gwyneth Paltrow to Kate Moss and Madonna. Aleenta Children's Club allows parents some 'us time' while their children are expertly supervised in fun learning activities. With not a Playstation, Wii or Xbox in sight, fully qualified teachers lead activities such as chocolate-making, Muay Thai, yoga, junior diving, kayaking, sailing and surfing.

What One Can Do Two Can Do Better at Aleenta Phuket

●● AHMS – The Collection has unveiled a selection of romantic retreats for couples. Thailand's premier collection of boutique resorts and retreats broke new ground last year and wowed with its provocative 'Power of One' holidays for the heartbroken, an unabashed celebration for 'singletons' which saw the lovelorn rediscover life and let the jilted have a tilt at simply pleasing themselves.

'POWER OF PAIRS: Purple Passion and Turtle Touches' is proving just as popular, and features the following:

THB94,000/USD3,000

- Four days and three nights in private beach front Pool Suite.
- Return transfers by luxury car from Phuket International Airport.



- Romantic candlelight couples' banquet served on the golden sands of Natai Beach with evening delight 'Sky Lanterns
 - Private Chef market adventure with Thai master cooking class
 - Sense of Ayurah purple passion polish spa treatment
 - Turtle power for pairs sanctuary tour and baby turtle release
 - Decompression session beach yoga for two
 - Sunset beach bubbles and canape, tower of power' on the house
- Optional: The ultimate luxury upgrade.*

AYURAH
WELLNESS CENTRE

LINDA MEREDITH
by Ayurah



The Morning Collection Essential Morning Skincare

Morning routines need to be quick and simple but still supply the nutrients and hydration our skin needs during the day. Gel cleanser will easily remove bacteria and bio-fluids secreted by our skin during the night. Spray Hydrating Mist for instant hydration and apply a fine layer of LM2, packed with vitamins and nutrients to feed the skin throughout the day. Perfect for under make-up.

GEL CLEANSER

A cleanser suitable for all skin-types. Gel Cleanser is recommended for those who prefer a foamy, lathered cleanse with plenty of warm water. Ingredients such as Allantoin, Aloe Vera & Lavender Oil will purify, soothe & refresh the skin whilst Salicylic Acid; with its antiseptic properties, will dissolve any remaining traces of dirt and dead skin cells. Suitable for morning or evening use and suitable for all skin types.

HYDRATING MIST

Hydrating Mist is an alcohol free lotion designed to instantly replace moisture loss after cleansing and is an essential product for every ones skin care collection. The difference with the LM Mist is that it contains a very high percentage of Hyaluronic Acid, which is why it was nick named by the press as "The key to the fountain of youth" and along with Collagen and Elastin completes the trio that maintain youthful skin. It is also packed with therapeutic Essential Oils, Aloe Vera, Primrose and Pine extracts along with many other essential ingredients.

LM2

A light fluid moisturizer rich in nutrients. The Linda Meredith LM2 was initially developed as a retail variant of the famed Knightsbridge Exclusive, Oxygen Therapy Serum. Now with the Oxygen Therapy expanding beyond the walls of Knightsbridge, LM2 has become a staple within the range for those who want all of the benefits of the treatment within their own home. This light emulsion is perfect for clients who do not like heavy creams but still want to see results. LM2 is rich in ingredients such as Vitamins A, C & E. Green Tea has been added as an anti-oxidant, Beta Glucan stimulates the formation of collagen and B5 stimulates cell regeneration. Aloe Vera & Camellia extract reduces signs of ageing while calming and soothing tired skin.



Zero Carbon Cooking

THE award-winning Aleenta Hua Hin-Pranburi Resort and Spa has enhanced its already formidable sustainability credentials with the launch of 'Carbon Free Cooking'.

● ● ALEENTA HUA HIN - PRANBURI
Unveils Carbon Free Cooking an industry leading initiative where produce is sourced from the property's organic farm, prepared by skilled chefs and served as the finest gourmet cuisine.

It's a case of Aleenta Hua Hin continuing to push the boundaries of sustainability to offer guests luxury with a green flavour – a key reason why the resort was recently named the Best Sustainable Hotel (Thailand) at the prestigious International Hotel Awards.

The initiative solidifies Aleenta Hua Hin's credentials as a lifestyle choice. Carbon Free Cooking is the brainchild of Aleenta Hua Hin Resident Manager and Michelin-star chef James Noble, the farm's creator and overseer of celebrated gourmet menus featuring the freshest locally sourced ingredients and produce.

Almost all the produce used at the resort, which is close to 90% sustainable, is procured



“**THE ESSENCE OF ALEENTA HUA HIN'S THE CELLAR RESTAURANT** *is this food. It uses purely organic food and utilises solar ovens, smoke houses and techniques based on molecular cooking to*
KEEP OUR CARBON FOOTPRINT TO A MINIMUM.”

ABOVE: Solar coconut comfit hand-lined sea bass is heated to 63 degrees for 25 minutes and served on fermented cabbage garnished with one-year-old preserved lemons and hand-emulsified nutty mayonnaise, onion, red pepper and spices.

from its organic farm. That includes a community garden where locals can take what they like and pay it forward via replanting, an honour system that is a matter of community pride. Chicken, beef, pork, fruit and vegetables are farmed and transferred to Aleenta's kitchens by bicycle. The menu includes solar-baked lime and honey cake cooked in a wooden box lined with foil, sand-baked clams and steamed-seawater seaweed, as well as clay pots buried in the beach. Aleenta

Hua Hin's carbon-free gourmet dishes include hand-sprayed salted beef ceviche, sun-dried tomato sauce and ice crisp linguine-farmed vegetables.

This dish involves banana leaf-wrapped fillet of local beef being rubbed in sea and salt peter before being buried for two days with fresh herbs and spices. It is then washed and finished with ginger and chill-infused sharp citrus and vinegar, as well as two week air-dried tomatoes hand crushed in a pestle and mortar. Spring-water seasoned, it is served with iced ribbon vegetables soaked in filtered water. Another dish is solar comfit sea bass, air-dried crispy skin, ground fermented kimchee, preserved lemons and sesame mayonnaise.



SUSTAINABLE living is Aleenta's life choice



We attempt to limit society's use of the Earth's natural resources without devaluing our product to you.

The practice and general philosophy of ecological living for us is highly interrelated with the overall principles of sustainable development and here in Pranburi we believe you 'reap what you sow'.

We, where possible, attempt to reduce our carbon footprint by altering methods of transportation, energy consumption, diet whilst heightening people's awareness to the current issues worldwide through educating local people and tourists alike.

We aim to conduct our lives in ways that are consistent with sustainability, in natural balance and respectful of humanity's symbiotic relationship with the Earth's natural ecology and cycles.

Manpower and food production is also in our 30km Low Carbon Footprint (LCF) concept. We believe we have it all, a stone's throw away from land and ocean, and would like to have the chance to show you our gardens and local support programs whilst you're here.

From waste management to energy and water conservation, Aleenta we feel is doing its part, but it's never enough.

We use recycled paper and locally produced paper, we recycle it for the third time for local schools to use its reversed sides for educational purposes.

We replant and maintain indigenous plants to preserve local species and local crafts, you can see from our construction and furniture that we develop local skills and encourage the younger generation to involve them.

Pure Blue Foundation

Raises Money for Community Projects

IT'S one of the biggest fundraising events of the year!

— a coordinated response to an endangered turtle species and environmental protection spearheaded by AHMS – The Collection.

●● **EACH YEAR** AHMS' Pure Blue Foundation stages a fundraiser to help secure the leatherback turtle's survival by nurturing and releasing them into the Andaman Sea and spearheading its numerous community projects.

"We are very pleased to note that these coordinated events has managed to raise over THB2 million to date since Pure Blue Foundation's inception in 2010," said AHMS – The Collection founder and managing director Anchalika Kijkanakorn. "This is at the absolute core of what we do – to improve the environment and communities in which we operate and sustain them and their beauty for future generations."

Under a 'Glamazon' theme, the 2014 installment of the worthy endeavour was held at Ku De Ta club lounge in Bangkok on 21 November. The dress code was, you guessed it, GLAMAZON.



It attracted hundreds of Bangkok's movers and shakers, with tens of thousands of baht raised in the name of marine conservation.

At AHMS' Aleenta Phuket-Phang Nga Resort & Spa, the company's commitment to environmental protection includes environmental and marine conservation classes for kids at the property's world-famous Turtle Sanctuary.

"When we started AHMS – The

Collection we decided that wherever a resort is built we'd ensure the pristine environment would not just be preserved but safeguarded for future generations," Ms Kijkanakorn said. "That is the philosophy that drives the Pure Blue Foundation and all our green initiatives."

The company's commitment to the environment saw it receive a Thailand Government Responsible Tourism Award for the Restoration and Conservation of the Local Environment.

10 REASONS To Get Married At Aleenta

FUN: 'The Saturday Sessions' at Aleenta Phuket is the island's new weekend hot spot, and the chilled-out vibe for nuptials. The luxx-lounging concept is aimed at couples who have a taste for luxury beach club life.

WELLNESS: At the recently launched Ayurah Wellness Centre at Aleenta Phuket, couples are treated to a 'wellness that works' philosophy founded on the exclusive treatments of beautician to the stars Linda Meredith.

GOURMET: The Edge is Phuket's high-end gourmet restaurant, which gifts couples the romantic vista of the luminous Andaman Sea, while boasting menus created by an inventive culinary team and featuring the freshest locally sourced ingredients.

CARBON FREE: Aleenta Hua Hin's internationally recognised 'Carbon Free Cooking' is an industry leading initiative where produce is sourced from the property's organic farm, prepared by skilled chefs and served as the finest gourmet cuisine.

BEACH: Natai Beach is 2km of Phuket's best kept secret. Its pure white sand on the doorstep of the Andaman Sea is removed from the tourist mass and, as such, provides secluded tranquillity. On the other side of



the country, in Hua Hin, a pristine beach lapped by the Gulf of Thailand awaits.

TEAM: At Aleenta, couples are greeted by professional, dedicated and attentive staff – including high quality wedding planners – who are adept at delivering personalised, unforgettable nuptials.

OUTFITS: The on-site Galleria is an exclusive boutique shopping experience catering to all your beach wedding clothing needs in both Aleenta resorts.

FLOWERS & DECORATIONS: Picturesque beachfront locations are augmented by beautiful flower

arrangements and decorations that are like vibrant oil colours on a powder-sand canvas.

UNIQUENESS: A special touch is provided through the ultimate Easy Rider experience – a Harley Davidson transfer snaking along largely undiscovered coastal roads between Bangkok and Pranburi. It includes fresh juices, an organic picnic and a massage en route.

VENUE: Luxury boutique resorts defined by a 'rewarding lifestyle' mantra. We go beyond simply creating and managing resorts to create intimate environments that exceed expectations in terms of design, intuitive service and luxurious ambience.

Top 5

Things to Wear for Your Beach Wedding

FORMAL: Black tie or beach formal nuptials are popular. The former features tuxedos and long formal dresses, while a linen suit and tie or a special occasion dress is ideal for the latter.



DRESSY CASUAL: This style is a more informal look, where sundresses and social summer dresses prevail. Men can't go wrong with a dress shirt and slacks.

VACATION ATTIRE: Fun summer print shirts with khaki slacks or a patterned short summer dress. But remember, don't get too casual – leave the jeans or shorts in the room.



CHILDREN'S ATTIRE: What the adults wear should be reflected in the kids' clothes. If it is formal, consider bringing a change of casual clothes so the little ones can be more comfortable at the reception.

CLIMATE APPROPRIATE: Given Thailand's tropical climate, comfort when choosing your wedding attire is often the best option. As such, breathable fabrics like linen and short dresses are ideal.

Private Beach Weddings at

akeyra

Download our new wedding brochure at: www.theakeyra.com

Points & VIEWS

AHMS - The Collection TEAM OPINIONS

Meanwhile on SOCIAL MEDIA...

NAMPUING Jutiphol (Demi Chef)



WHAT IS YOUR FAVOURITE PART OF YOUR JOB? My favourite part would have to be cooking and helping around in the kitchen, as well as and being of service to our guests.

WHAT DOES YOUR RESORT DO DIFFERENTLY FROM OTHER RESORTS? For one, they have amazing benefits and personalized services for guests, but most important of all is that we truly have a wonderful team that is a pleasure to work with everyday!

@akya Chura Samui

JURAIWAN Jukkharak (Concierge)



WHAT IS YOUR FAVOURITE PART OF YOUR JOB? I love to support others, especially when guests need help to organize their trip. I am very happy to present

places of attraction. Most importantly, when guests come back with their Thank You's & wear a big smile on their face to show how impressed they are with our service. **WHAT DOES YOUR RESORT DO DIFFERENTLY FROM OTHER RESORTS?** The resort is small but has everything the guests want for vacation, room with a pool, 3 choices of restaurants, recreational activities and the likes. I'm very proud that this resort tries our best to deliver all the guests' needs.

@AKARYN Samui

PONGDANAI Praphan (Bellboy & Driver)



WHAT IS YOUR FAVOURITE PART OF YOUR JOB? I love all of my job, love to see and make people happy, not only guests but all of my team members too.

WHAT DOES YOUR RESORT DO DIFFERENTLY FROM OTHER RESORTS? The best thing is the benefits here because we are only a 4 star resort but we offer benefits like a 5-star hotel. AHMS really takes care of their staff like we are part of one big family. This is why I feel really comfortable and happy to be part of the hotel.

@akya Chura Samui

PHAWORN Trigeen (Public Area Attendant)



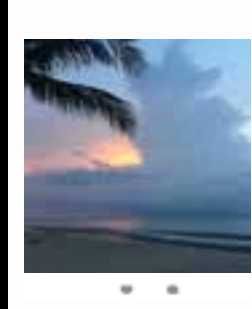
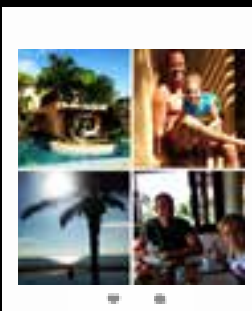
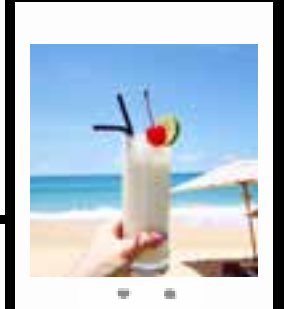
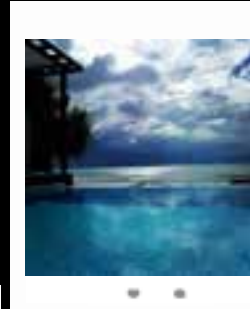
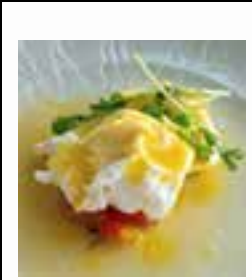
WHAT IS YOUR FAVOURITE PART OF YOUR JOB? I love to walk around the resort and ensure all areas are clean. I'm happy that my workplace has nice colleagues, everybody helps

each other out. **WHAT DOES YOUR RESORT DO DIFFERENTLY FROM OTHER RESORTS?** They've given me a chance to work here and are also very kind, helpful, and understanding when problems arise, in both personal and work issues.

@AKARYN Samui



Instagram



guests pictures @ahms_hotels

SEASONAL OFFERS

Festive Specials

Celebrate the most wonderful time of year with us!

Christmas Eve 24 • 12 • 14

Aleenta Phuket - Phang Nga

On Christmas Eve our team will host a cocktail party at the Pool Lounge. The "Kiss of Siam" trio band will entertain you for the evening. Don't forget to try the Aleenta Snow-ball. The evening will include a welcome cocktail, set dinner, hot balloon, live music, and more!

Price: THB 4,100++ per adult and THB 1,750++ for kids 12-6yrs. Complimentary for kids below the age of 6.

akya Chura Samui

Start the evening by the beach with a special complimentary cocktail in your hand and some mouth-watering canapés from 6pm to 7pm. A festive set dinner will be served at Akya Kitchen from 7 pm onward with all the traditional Xmas delicacies such as Turkey, foie gras, and lobster, to name a few.

Price: THB 2,650 net per person

AKARYN Samui

Welcome cocktails start at 6.30 pm. Dinner starts from 7.00 pm onwards. This Christmas Eve we are proud to present an innovative menu. The gardens of Thailand, Mother Nature and the creativeness of our team are delighted to offer you a delightful menu and evening.

Price: THB 3,900++ per person

Our Christmas Eve Dinner menus are available online!

This issue is dedicated to:

*Our amazing staff at all AHMS properties and to everyone
who makes every day like a dream come true!*



Aleenta
12:20'N | 199:58'E

akarya

AKARYN



AYURAH



THE COLLECTION

www.ahmshotels.com