



ELLE will open its very first beach resort in 2028 : ELLE Resort & Beach Club in Bali

The world's leading fashion and lifestyle media brand, ELLE, which just celebrated its 80th anniversary in 2025, announces a new chapter in its expansion with the launch of its new seaside hotel concept, ELLE Resort & Beach Club Bali, the first of its kind in the world, with 168 suites and penthouses.

This new venture marks **a key step in the expansion of the ELLE brand into lifestyle and experiential destinations.** ELLE is rolling out an experience that blends the spirit of the women's magazine with the French art of living, in the heart of inspiring locations. **Conceived as a true living space, each address celebrates a positive and contemporary lifestyle, where style, culture, beauty, and local flavors intertwine to create a unique signature, driven by three pillars: French Art de vivre, Smiling Beauty, and ELLE Curation.** Each hotel thus establishes itself as a true home away from home, in an environment conducive to disconnecting and rejuvenating.

Following the opening of two **Maison ELLE urban boutique hotels in Paris and Amsterdam, ELLE Resort & Beach Club in Bali will be the first property to open under the "leisure" banner, whether by the sea, in the heart of nature, or in the mountains.** In these getaway destinations, the brand's spirit is expressed through a relaxed yet refined experience, a local immersion designed for immediate relaxation. Between the beach club, wellness facilities, fine dining, and family activities, each stay becomes a vibrant and inspiring interlude in exceptional natural settings.

Developed in partnership with Geonet Developments International, ELLE Resort & Beach Club Bali will open its doors in Seminyak, a cosmopolitan seaside resort on the island, renowned for its luxury hotels, designer boutiques, and internationally acclaimed cuisine. This project will combine ELLE's creative and international spirit with Bali's renowned nature, culture of hospitality, and warm welcome. With over 250 million touchpoints interacting with ELLE every month worldwide, the brand's presence in Bali reflects its international reach and the enduring appeal of the island, one of the world's most popular destinations.

*“ELLE is much more than a magazine: it’s a strong international lifestyle brand with over 80 years of history and an undeniable global presence,” said **Constance Benqué, CEO of ELLE International.***

“As we continue to develop our brand universe beyond media, towards immersive experiences, hospitality represents a natural and strategic evolution of our ecosystem. Bali, one of the world’s most dynamic and sought-after destinations, offers an ideal setting to express the full scope of the ELLE brand.

The ELLE Resort & Beach Club has been designed as a premium lifestyle destination, combining fashion, beauty, wellness, and contemporary luxury. This project reflects our long-term ambition to develop high-value brand experiences, thereby strengthening our global presence while offering meaningful engagement to a new generation of consumers.”

The project's architecture is entrusted to the award-winning Balinese studio Inspiral Architects. ELLE Resort & Beach Club Bali promises to become a new landmark on Seminyak Beach, thanks to a fluid design approach that blends seamlessly into the island's tropical setting.

The interior design will be handled by two internationally renowned studios: **Conran and Partners for the resort's interiors, and Tristan du Plessis Studio for those of the ELLE Beach Club and suites.** At the heart of the complex, **the ELLE Beach Club is structured around a vast, organic canopy that evokes the movement of the sea, extending over lagoon pools, open-air dining areas, and natural material finishes.** Elevated VIP lounges and private pools offer panoramic views of the Indian Ocean, creating a relaxed yet sophisticated social setting on Seminyak Beach.

Within the ELLE Resort, the **168 suites and penthouses** are designed to blur the lines between indoors and outdoors, thanks to organic shapes, wood details, and expansive glass facades. Guests will enjoy a comprehensive range of services, including **an exclusive spa, a state-of-the-art gym, designer boutiques, and fine dining.** The hotel and beach club together form a destination that reflects both ELLE's international spirit and Bali's unique coastal culture.

*“ELLE sits at the intersection of fashion, culture, and lifestyle,” says **Chad Egan, CEO and founder of Geonet.***

“ELLE Resort & Beach Club Bali will embody this spirit, offering a place where design enthusiasts, influencers, and travelers from around the world will feel both inspired and at home. It will be both a resort and a destination that captures the essence of Bali while adding a unique touch to the island.”

Once completed, **the resort will be managed by SONO Hotels & Resorts**, guaranteeing operational excellence and a five-star guest experience.

With Bali, ELLE takes a bold step by offering not just a hotel, but a complete resort with a beach club, embodying the sophistication, creativity, and joie de vivre for which the brand is renowned.

This Balinese resort enriches ELLE's growing portfolio of lifestyle destinations. Following the successful openings of **Maison ELLE Paris (2022) and Maison ELLE Amsterdam (2023)**, the brand has expanded into the wellness sector with **ELLE spas in Asia, notably in Japan (Tokyo and Hokkaido) and India (Goa and Hyderabad)**, as well as in the food and beverage sector with the recent rollout of **ELLE Cafés in Turkey** (more than eight in one year), **Thailand, and most recently, Japan**. In parallel, ELLE has invested in **the branded residential real estate market**, with flagship projects in **Miami and Dubai** (and others to come in Europe and Brazil) demonstrating the strength of the brand in the hospitality and real estate sectors.



[Download photos of the ELLE Resort & Beach Club in Bali](#)

About the Lagardère Group and the ELLE Brand

Founded in 1992, the Lagardère Group, owner of the ELLE and ELLE DECORATION brands, is an international group operating in more than 45 countries. It employs over 33,000 people and generated sales of €8.942 billion in 2024. The Group is structured around three business lines: Lagardère Publishing (book and digital publishing, board games, and mobile games), Lagardère Travel Retail (travel goods, duty-free, fashion, and restaurants), Lagardère News (Le Journal du Dimanche, JDNews, JDD Mag, and the ELLE brand license), and Lagardère Radio (Europe 1, Europe 2, and RFM).

Lagardère shares are listed on Euronext Paris. The Lagardère Group owns the ELLE and ELLE DECORATION brands. Lagardère Active Enterprises is the Lagardère Group subsidiary responsible for developing non-media brands within the ELLE International division. ELLE is much more than a leading international women's media brand; it is a global fashion and lifestyle brand, with more than 80 editions worldwide, including ELLE (50 editions) and ELLE DECORATION (25 editions), as well as licensed spin-off titles. ELLE's print readership worldwide is approximately 32 million people per month, while more than 60 digital platforms (websites and social media) attract 90 million unique visitors per month and a social media audience of over 122 million people. Thanks to its non-media licensing activities (fashion, beauty, home decor, hospitality, etc.), its 200 B2B partners in 80 countries, and its experiential spaces (hotels, cafés, spas, hair salons, etc.), ELLE, a leading brand, reaches more than 250 million people every month.

For more information, visit www.lagardere.com and www.elleinternational.com

About Geonet

Founded in Australia, Geonet Developments International is an emerging real estate player in Asia-Pacific, specializing in projects focused on an exclusive lifestyle and accessible investment models. With a presence in Australia and Indonesia, Geonet collaborates with world-renowned brands and operators to offer bold and stylish properties, the result of exemplary professionalism, innovation, and a long-term vision.

www.geonet.properties

About Inspirals Architects

Inspiral Architects is an award-winning Balinese design studio specializing in sculptural and sustainable architecture that integrates seamlessly with the natural environment. Renowned for its innovative approach to hospitality, residential, and cultural projects in the Asia-Pacific region, Inspiral combines bold organic forms with biophilic design principles to create spaces that are both functional and inspiring. Its portfolio includes some of Bali's most iconic luxury resorts and residences, characterized by fluid structures, natural materials, and a deep respect for local culture and landscape.

<https://inspiralarchitects.com/>

About Conrad & Partners

Conran and Partners is an internationally renowned architecture and interior design firm founded by Sir Terence Conran. Based in London and Hong Kong, its portfolio spans the globe and encompasses a rich diversity of cultures, building types, and scales. Conran and Partners designs award-winning buildings and spaces that are resolutely modern and sustainable. This is achieved through a collaborative and thoughtful design approach that considers the needs and aspirations of users, as well as the environment. Each project is distinguished by its unique identity, its connection to its location, and its personality, which are expressed through its performance, refined forms, details, and materials.

www.conranandpartners.com

About Tristan du Plessis Studio

Tristan du Plessis is an internationally renowned interior architect and founder of Tristan Du Plessis Studio, a Cape Town-based design agency established in 2015. The studio specializes in designing exceptional luxury hotel and residential projects worldwide. With over 15 years of experience in hotel design, Tristan Du Plessis has contributed to the creation of a portfolio of prestigious destinations, recognized for their strong identity, refined materials, and immersive approach to space. The studio is renowned for creating immersive environments that combine architectural precision with distinctive narrative design.
<https://tristanduplessis.com/>

About SONO Hotels & Resorts

SONO Hotels & Resorts Asia is an international hotel management company wholly owned by SONO International, one of South Korea's leading hotel groups, renowned for its scale, regional expertise, and innovative approach. Leveraging SONO International's portfolio of over 14,500 rooms in operation across seven countries, the group has a presence in South Korea, the United States, France, and key Asian markets such as Thailand, Indonesia, and Vietnam. In addition to hotels, SONO also owns T'way Air, a rapidly growing airline that strengthens its integrated travel and tourism ecosystem. SONO Hotels & Resorts Asia currently manages 16 hotels in Thailand and Indonesia and is preparing for accelerated growth, with more than 12 additional properties under development in Asia by 2029. Leveraging the strength and resources of SONO International, the company offers comprehensive and integrated hotel development services, from project sourcing and strategic planning to design and construction, pre-opening, and long-term hotel operation.
<https://www.sonohotelsresortsapac.com>

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