



ITALICS Innovative Italian

AHMS Takes Bold Step Forward with Italics Restaurant

●● **THE TEAM BEHIND** the soon-to-launch *akyra* Manor Chiang Mai boutique hotel has reunited to create Italics, a Bangkok restaurant and deli bar serving contemporary Italian cuisine from ingredients exclusively sourced in Thailand to the highest standard of 'proven provenance'. Bold and from the culinary cutting edge, Italics Bangkok debuted on the 2nd of April at Ruamrudee Grove, a refurbished house on Soi Ruamrudee, shared with Balvenie Bar, a whisky and cigar lounge offering one of the biggest selections of single malts in South East Asia.

Soi Ruamrudee has developed in recent years into one of the city's dining hot spots, offering a prestigious location in one of Bangkok's prime business, residential and diplomatic districts and a 'gourmet village' atmosphere. Conceptualised by AHMS – The Collection and brought to life by Michelin-starred Chef James Noble, also resident manager of Aleenta Hua Hin-Pranburi, Italics marks a new direction in what promises to be a fruitful and creative collaboration between Thailand's boutique hotel pioneer, AHMS, and Singapore-based Manor Group.

"The idea with Italics is to showcase Thailand through the prism of another cuisine that everyone knows and loves," Mr Noble said. "So it's very pro-Thailand and pro-environment, it's sustainable, and it might just breathe a bit of fresh life into Italian cuisine. It's a new idea, a bit different and I'm very excited about it." Mr Noble said Italics would take 'proven provenance' very seriously, with diners able to inquire as to which chickens laid their eggs, and which farm provided the grazing for the buffalos which bequeathed the raw materials to make mozzarella.

"All our pork comes from Joe Sloan in Chiang Mai, so we get salami, pastrami, parma ham, it covers all our bases on



“**WE’VE SCOURED** *the length and breadth of Thailand to find the best suppliers for what we SERVE IN THE RESTAURANT.*”

pork. Beef we source from an excellent ethical supplier in Nakhon Phatom, our eggs are from Golden Lay Eggs in Pranburi, where the chickens range over 400 rai of pasture. Buffalo mozzarella is from Murrah Farm in Chachongsao and all our herbs are grown at Aleenta Farm at Paknampran, adjoining Aleenta Hua Hin-Pranburi resort. Sourdough is from a secret batch with a pedigree going back some 20 years.

"Italics is also big on the artisanal touches, right down to the plates

and cutlery. So expect food served in copper pans, cast iron skillets and a few other surprises."

Italics is also the flagship dining experience at *akyra* Manor Chiang Mai, the all-suite boutique hotel set to launch on July 1 in the northern capital, featuring a state-of-the-art show kitchen and authentic Italian pizza ovens complemented by Rise, a show-stopping rooftop glass pool and bar.

AHMS founder and managing director, Anchalika Kijkanakorn,

said the time was right for AHMS to venture into stand-alone restaurants and she was delighted to be embarking on a second groundbreaking venture in partnership with Manor Group.

"AHMS has had many successful years building four resorts based around innovative experiences and exceptional cuisine," Ms Kijkanakorn said. "I have full confidence that Italics will be a success both as an eatery in Bangkok and as the star attraction of *akyra* Manor Chiang Mai, with further outlets under the newly-created brand a possibility."

LIFE & TIMES

3rd issue

BY AHMS THE COLLECTION

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JUNE 2015

LIFESTYLE

Senses Working Overtime



●● Adults-only, *akyra* Chura Samui has unveiled the ultimate lovers retreats with five beguiling romantic experiences. Page 08

WELLNESS

A Journey to Rejuvenation



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ADVENTURE

The Colors of Chiang Mai



●● Chiang Mai wears a golden smile. Fern green mountains crest her head. Long boats glide in streaks of red. Learn more about this exciting destination in the north of Thailand. Page 10



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A Few words from our leader

TO OUR FRIENDS AND PARTNERS

Issue 03 01.05.15

Management From The Heart

In business, the head rules the heart, or so the popular thinking goes. I prefer to take the road less travelled when it comes to the business of management. AHMS – The Collection is known for warm and intelligent hospitality, always from the heart. I try to remind my team members of that, and to instill in every one of them a respect for the importance of attention to detail, and of watching, listening and engaging where appropriate.

I say do sweat the small stuff: the little things can matter most of all: the small kindness, the personal touch, these are the things people remember.

What I do in management is aimed at creating an emotional connection with each guest, and that starts by making an emotional connection with the members of my team. We are in the business of providing and creating experiences, not selling hotel rooms.

Welcome to Issue 3 of A Life & Times.



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



Aleenta Hua Hin - Pranburi

MORE VOICES FROM THE AHMS TEAM



W As AHMS continues to expand, so does the experience and lifestyle of each resort. We change your holidays into lifelong memories.

EUGENE OELOFSE

Brand Director



W So proud of the AHMS team that has come together to build up the new Italics Bangkok and akya Manor Chiang Mai.

MIA SINGSON-LÉON

Executive Director HR



W Our key focus is to never lose sight of what's most important, and that is: the experience that AHMS delivers.

STEPHANE CARRIC

Manager of Italics

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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.

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A Journey to *Rejuvenation*

Aleenta Phuket Launches Wellness Suites With All Inclusive Retreat Experiences

●● AWARD-WINNING LUXURY

boutique property Aleenta Phuket - Phang Nga Resort & Spa has announced two all-inclusive retreat experiences to celebrate the launch of its new Wellness Suites.

The move further leverages the facilities and expertise of the recently launched Ayurah Wellness Centre, embracing a philosophy of 'wellness that works', that provides guests with exclusive access to a range of wellness products developed by UK-based Linda Meredith, whose celebrity clients include Gwyneth Paltrow, Kate Moss and Jude Law. The all-inclusive wellness retreat experience features luxurious spa amenities, pool villa accommodation, healthy cuisine and authentic destination activities in the pristine environment of Phang Nga leaving guests feeling fresh and revitalized.

AHMS The Collection Founder and Managing Director Anchalika Kijkanakorn, who operates Aleenta Phuket said: "We have taken the traditional Thai experience and adapted it into a full wellness offering, with everything from what you'll get in your mini bar to a cooking class focused on creating healthy Thai food and what you'll experience outside of the resort."

The experiences are tailored to different levels as per requirements and goals, learn to cook healthy with local organic ingredients with our resident chef, all carbon-free meals. It includes a welcome foot ritual, wellness consultation, and a range of complimentary activities such as: morning beach yoga, drink a healthy smoothie or veggie juice, early morning



jog, and an airport transfer is even included as a bonus.

The Aleenta Wellness Suites are available for two experiences: Yoga Rejuvenation features a personalised programme including two 60-minute daily yoga sessions and a 60-minute daily spa experience. Beauty & Elegance, which combines holistic techniques and the latest advanced technology with highlights including a 90-minute Nano Skin Cell Extract age-defying treatment, a 45-minute collagen mask by Linda Meredith,

a 30-minute signature Ayurah anti-aging body polish, a 60-minute face and body age-defying massage. Three, five and seven-day experiences are available for Yoga Rejuvenation and Beauty & Elegance, from THB47,000++ for two persons.

Aleenta Phuket is located on Natai Beach, a 2 km pristine stretch of sand in an area known as the 'Hamptons of Phuket,' due to the refined, authentic living in the area as well as a range of spacious villas that grace the beachfront.

"Ayurah Wellness sanctuary experiences feature state-of-the-art facilities that help deliver the ultimate mind and body rejuvenation journey. ensure optimum results."

Trunk Call: AHMS Brings Riviera Style To 'Hamptons Of Phuket' With Vilebrequin Swimsuits for Men



●● **WHEN THE JET SET** gets wet, you can be assured of one thing: the male of the species is almost certain to be wearing the bright prints and savouring the handmade craftsmanship of a Vilebrequin swimsuit. From St Tropez to St Barths, from Cannes to Cancun, and from Nice to Natai Beach, the 'Hamptons of Phuket' and home of Aleenta Phuket-Phang Nga, the discerning ultra-high net worth individual, oligarch, oil sheikh, aristocrat, entrepreneur and high society darling acknowledges this universal truth: that a man wearing his hand-embroidered Vilebrequin trunks is a member of the club, one of the tribe, a man with style and panache.

Beautifully made, in high quality sail canvas prints of exquisite artistry, the Vilebrequin was the brainchild of Frenchman Fred Pysquel, who, as legend has it, sketched his prototypes in 1971 while sitting in a St Tropez cafe. Today, the brand has stores around the world including in Paris, Beverly Hills and New York, a new store set to open in Bangkok in the new EmQuartier luxury mall, and of course at Aleenta Phuket's Galleria, home of rare and upscale resort wear for the discerning. The brand claims to symbolize the values shared by men who wish to combine casual elegance with humour, who are 'naturally at home in this colourful world, reminiscent of fine sandy beaches, sunsets and dreams'. Roland Herlory, chief executive of Vilebrequin, believes the brand's popularity stems from three things: "The quality of fabrics, the level of creation, and the history. We do not come from a short story; we have a long story, the French Riviera spirit of the 70s; the history brings depth."

The Official 2015 World Luxury Spa Awards



The World Luxury Hotel and Spa Awards are accepted as the pinnacle of achievement for Luxury Hotels & Spas worldwide. These Awards were established as a celebration of ultimate achievement in service excellence. It is about rewarding and congratulating hotels and spas that have excelled beyond the normal call of duty.

Aleenta Phuket's Ayurah Wellness Centre is a sanctuary that takes a more medical and results-oriented approach to wellness, with rejuvenating treatment rooms, a post-treatment relaxation chamber, a chromo-therapy room and Vichy shower room, which allows guests to receive a horizontal water massage. Expect also cutting-edge anti-aging therapies, age defying treatments, and the latest light therapy technologies.

Vote for Aleenta Phuket - Phang Nga Resort & Spa
at: www.luxuryhotelawards.com

CREATIVITY Needs Company

THE BIG INTERVIEW: *Progressive Partnerships Light Up New AHMS Hotels*

●● ANCHALIKA KIJKANAKORN exhales slowly, leans back in her aerodynamic executive chair and lets her gaze drift up to the ceiling for a few seconds. “Where do ideas come from?” she wonders, repeating the question just asked of her. The founder and managing director of AHMS – The Collection is musing upon the notion of creativity and the birth of ideas. “Some of my best ideas pop into my head first thing in the morning, after getting up and going outside for a coffee,” she says. As the creative driving force, deal maker and public figurehead of her collection of hospitality brands, the first ever woman Chairman of Small Luxury Hotels of the World and mother of two young boys, Anchalika is no stranger to multitasking, juggling and getting creative about how to expand time, space and her growing empire.

A former globetrotting financier who surrendered to the lure of her family’s beachfront home at Pranburi, Anchalika Kijkanakorn now presides over a collection comprising four award-winning resorts on the roads less travelled in Phuket, Pranburi and Koh Samui under the Aleenta, AKARYN and *akyra* brands. Two more are set to open in the next 12 months; one in Chiang Mai, a collaboration with Singapore’s Manor Studio, the other on a private island in Cambodia which sees Anchalika team up with design demigod Kenzo, to create something truly special and hugely anticipated.

“Collaboration!” Anchalika says, sitting up straight. “Collaboration is the fuel of creativity. That’s where the best ideas come from – when you are inspired and challenged and pushed out of your comfort zone by other people.” People like John Lim, owner of Singapore’s maverick design hotshop Manor Studio, and Kenzo, now almost a septuagenarian yet with none of his creative spark dimmed.

“These are the sorts of people I want to work with and be inspired by,” Anchalika says. Her collaboration with Lim and his talented designer Chaw Chi Wen have given rise not just to the soon-to-open *akyra* Manor Chiang Mai, but also a new restaurant brand – Italics, serving contemporary Italian cuisine with an emphasis on proven provenance, sustainability and quality – that will not only be the showpiece for dining in the new *akyra*, but also a stand-alone restaurant in Soi Ruamrudee in Bangkok at Ruamrudee Groves.

“Italics in Bangkok launched at the end of March,” she said. “It’s very exciting. It’s located in one of Bangkok’s coolest sois right now for wining and dining. There’s a cigar bar on the ground floor, with the largest single malt



“*I get a charge from doing something new, blazing a trail, reinventing ourselves as part of the culture, being INNOVATIVE.*”

whisky collection in Asia. “Proven provenance is the real point of difference for Italics,” Anchalika explained. “It’s all about forging relationships with all your farmers, producers and key suppliers. Also for AKARYN Retreat Koh Krabeay, we will fund a renowned Thai professor of agriculture to visit the Cambodian local farmers on the mainland near our island. We will identify which farmers we can assist and teach them how to grow organic produce. Then we will buy their produce for our resort every day. You don’t need to give people fish – just teach them how to fish and they’ll never go hungry.”

Anchalika said she was not resting on her laurels, with another resort in the planning stages in an as yet unnamed South East Asian country along with another Thai beach resort also on the drawing board. The roll out and expansion of AHMS’ homegrown Ayurah Wellness Centre brand would also continue apace, with at least two Ayurah Day Spa &

Facial Centres planned for Bangkok, to offer the exclusive Linda Meredith range that has won fans in the UK from Madonna to Gwyneth Paltrow to Jude Law and Colin Firth and a legion more besides at the four AHMS resorts’ Ayurah Wellness Centres. “Ayurah is all about ‘Wellness that Works’,” she says. “The key is to eat well, live well, be well and look good, and to stay relaxed while doing it.”

She was also excited by *akyra* Manor Chiang Mai. “The inside of hotel is beautiful so it’s a real sanctuary once you get there. From the rooftop you can see across to Doi Suthep. The outside of the building is inspired by the organic movement of the bamboo, which makes the building look interesting. Aleenta Phuket - Phang Nga also had its share of excitement, with 34 lavish new pool villas added to the refurbishment and expansion of the group’s flagship resort.

Anchalika said her enthusiasm for her resorts had not dimmed at all over the years. “I get a charge from doing something new, blazing a trail, reinventing ourselves as part of the culture, being innovative. Working with Kenzo had been ‘a joy’, with plenty of inspiring moments. “He likes to say that if you do what you’ve always done, you will be stuck in the same place. Kenzo is almost 70 now. But his health is good, his mind is sharp and he’s lost none of the creative sparks. “I can see why he is who he is because of his creativity. He comes up with ideas I never would have thought up. His art is still wonderful. He’s designing all sorts of details himself, down to the fabric on the cushions. At his age, he was even painting the ceilings himself, lying on his back like Michaelangelo. “AKARYN Retreat Koh Krabeay is just 10 minutes from the mainland. We have built quite a lot on our private island but from the water in your boat, the human footprint is almost invisible, you can barely see anything manmade. So the sense of arrival and reveal will be breathtaking.”

Anchalika started her first boutique beachfront resort to create the kind of experience she couldn’t find but deeply desired. “There never used to be kids in my resorts, but now there are. Because I have two sons of my own, I wanted to be able to escape with my kids, have somewhere cool to relax and party but with lots to do for my boys. Once again, I had to create it myself. “Each resort is always a work in progress, as are our lives. I think it’s great and a bit humbling that our followers and fans are growing with me. Growing up, I suppose.” She leans back in her chair and does the slow exhale. Laughs. “Growing up. But not always gracefully.”

AHMS - THE COLLECTION COMPRISES OF 4 BRANDS EACH WITH THEIR OWN UNIQUE BRAND IDENTITY AND PERSONALITY WHICH REACH OUR GUESTS IN DIFFERENT WAYS, CREATING LIFELONG MEMORIES.



AKARYN



akyra



Aleenta
12.20'N | 109.58'E



AYURAH

ADOPT A Turtle

New Mini-Break Lets Guests Live it Up While Giving Back

●● **THE PURE BLUE** Foundation and Aleenta Phuket - Phang Nga are offering the ultimate getaway with a conscience: a special 'Catch and Release Turtle Lovers' Mini-Break' that is centred around releasing an endangered turtle hatchling back into the wild, along with two days of rewarding life, culinary indulgence and pure barefoot luxury.

The resort, part of AHMS – The Collection, has launched the Turtle Lovers' Experience to help a worthy cause that aims to tackle a species-threatening problem, while giving guests the chance to dig deep, give back and make a difference. AHMS – The Collection and Pure Blue Foundation founder and managing director Anchalika Kijkanakorn said the resort had created this mini-break with a difference as part of a renewed commitment to 'luxury with



“The ultimate getaway with a conscience: release an endangered sea turtle, catch some good karma & rays on the beach.”

a conscience' – allowing guests the chance to do some good as well as indulge themselves.

Ms Kijkanakorn said guests wanting to do their bit for marine conservation would 'adopt' a turtle, with regular updates leading up to the mini-break, and after the turtle release, monthly updates on turtle conservation and related matters would be provided by Pure Blue Foundation, AHMS – The Collection's social conscience and non-profit marine conservation charity. They would also enjoy a two-day mini-break at Aleenta Phuket-Phang Nga, upon the pristine sands of Natai Beach.

Also known as the 'Hamptons' of Phuket, a short drive north yet a world away from the island's hustle and bustle, Aleenta is located on the doorstep of one of the world's most significant nesting grounds for the Green, Leatherback, Hawksbill and Olive Ridley turtles, all listed as endangered to critically endangered by the World Conservation Union.

“Now, more than ever before, the turtles need your help,” Ms Kijkanakorn said. “Each year the Thai Muang Turtle Sanctuary, a short drive from Aleenta, releases a significant number of turtle hatchlings into the wild.”

continued on page 09

Northern Exposure:

akyra Goes To Hollywood with Dr Andy Gotts

●● **SPEND A FEW** nights under the stars at the soon-to-launch *akyra* Manor Chiang Mai, where each of the all-suite resort's sprawling guest rooms will feature the celebrated portraiture of lensman to the rich and famous, Dr Andy Gotts.

The unassuming British photographer whose name rings out in the inner sanctums and salons of A-List celebrity circles has personally selected 30 of his favourite shots, including the likes of George Clooney, Robert De Niro, Al Pacino, Clint Eastwood, Meryl Strip and Cate Blanchett, as you've never seen them before.

In his coffee table book, *Degrees*, Gotts put the 'Six Degrees of Kevin Bacon' theory to the test, and worked his way

through the Hollywood 'who's who', on the basis of each person he shot loving the results and recommending who he should shoot next.

The thread that links every Gotts shot is the capturing of an unguarded moment or unfamiliar expression that reveals a deeper truth behind the public facade. Famously, he shot the last portrait of Tony Curtis just before the death of one of the last links to a more glamorous, pre-paparazzi Hollywood.

Gotts' portraits will also be available to the public and guests for purchase as limited edition, numbered prints.

Get more Gotts here at: www.andygotts.com



Meet The Manager

Akyra Manor Hotel Chiang Mai

Holding a Masters Degree in Hospitality and Catering Management, Christophe leads the opening team of *akyra* Manor Chiang Mai. He has over 10 years working experience within Thailand, holding senior and executive positions in the Food & Beverage industry, having represented some of the finest brands within Thailand, the most recent as the Resident Manager of AKARYN Resort & Spa Koh Samui and Centara Grand Phuket. Before moving to Thailand, Christophe developed his skills in France as well as Germany learning and developing his managerial style.

He has extensive expertise in Food & Beverage management, bar and restaurant renovations, wedding and events management and F&B promotional marketing as well as pre-openings of Resorts. He is fluent in French and English with a fair ability to communicate in both Spanish, German and Thai.



Christophe Gustin
'Keep Calm & Exceed Expectations'

Opening Special

akyra Manor Chiang Mai



akyra Manor Chiang Mai will be opening its doors on the 1st of July. Book Now and be the first to experience the new Hip of Chiang Mai and revel in this 5 star Luxury Accommodation offering. Experience a new twist on Italian innovation at Italics Restaurant while celebrating with us with a complimentary bottle of Prosecco.

***akyra* Manor Chiang Mai's Opening Celebration Includes:**

- 3 days / 2 nights in a Luxury Suite
- Bubbles on Arrival
- Daily Gourmet Breakfast
- Bottle of Prosecco and strawberries in the room on arrival
- 1 dinner at Italics

Introductory Rate (July – 31 October 2015):

THB 4,163++ (THB 4,900 Net) with daily breakfast for 2 persons

ITALICS Fea

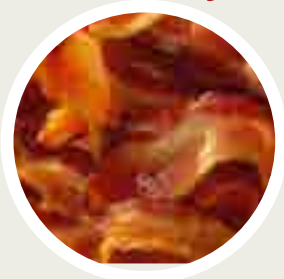
NO CREAM CARBONARA & LEAVES

SPAGHETTI | BACON | EGG | PARMESAN

Classic carbonara needs no introduction and no cream. Simple quality ingredients, garlic, parmahan, and eggs, combine to make the arguably most famous dish coming out of Italy.

“It’s as simple as that.”

“In Italy they add work and life on to food and wine.”
- ROBIN LEACH

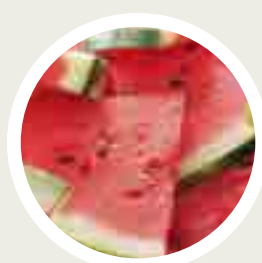


KNO3 AIR-DRIED BEEF CARPACCIO

THAI KIMCHI | COCONUT MAYONNAISE

Local Thai beef marinated and dried over a period of 6 weeks, creates an earthy rawness that combined with the sour and spiciness of House-made, aged kimchee sets a dish that sends your mind left and right, all brought together with a touch of coconut mayonnaise.

“This dish is spectacular in its entirety.”



SEARED WATERMELON

CURED PORK BELLY | GRAPE BALSAMIC

Looking like surf and turf on the plate (tuna and pork) when you bite into this piece of art, Paknampran watermelon, bursting with natural sweetness shares spoon space with a soft spicy aromatic piece of Chiang Mai belly pork comfit with anise. What takes 28 hours to prepare is duly noted when it’s rich texture and flavor touch one’s tongue.

“Everything sweet needs something salty.”

atured Dishes

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

OUR TOP DROP WINE & DINE



ITALICS BANGKOK

Monsoon Valley Shiraz (2010)

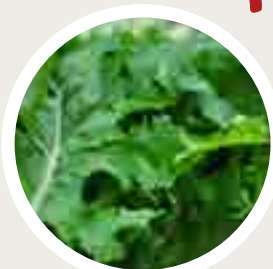
Made from carefully selected Shiraz grapes, Monsoon Valley Shiraz is slowly matured in German and French oak barrels to develop rich flavors with ripe plum and sour cherry aromas and coffee notes. A rich, well-balanced and structured red wine, with medium body, acidity and soft-tannin levels, Monsoon Valley Shiraz, can be drunk now, alone or to accompany grilled lamb, red sauce pastas, spicy Thai gai yang (grilled chicken), Panang Nua (curried beef) or Kang Pet Ped Yang (red curry duck).

BRAISED COFFEE SHORT RIBS

DUCK FAT | GNOCCHI | GREENS

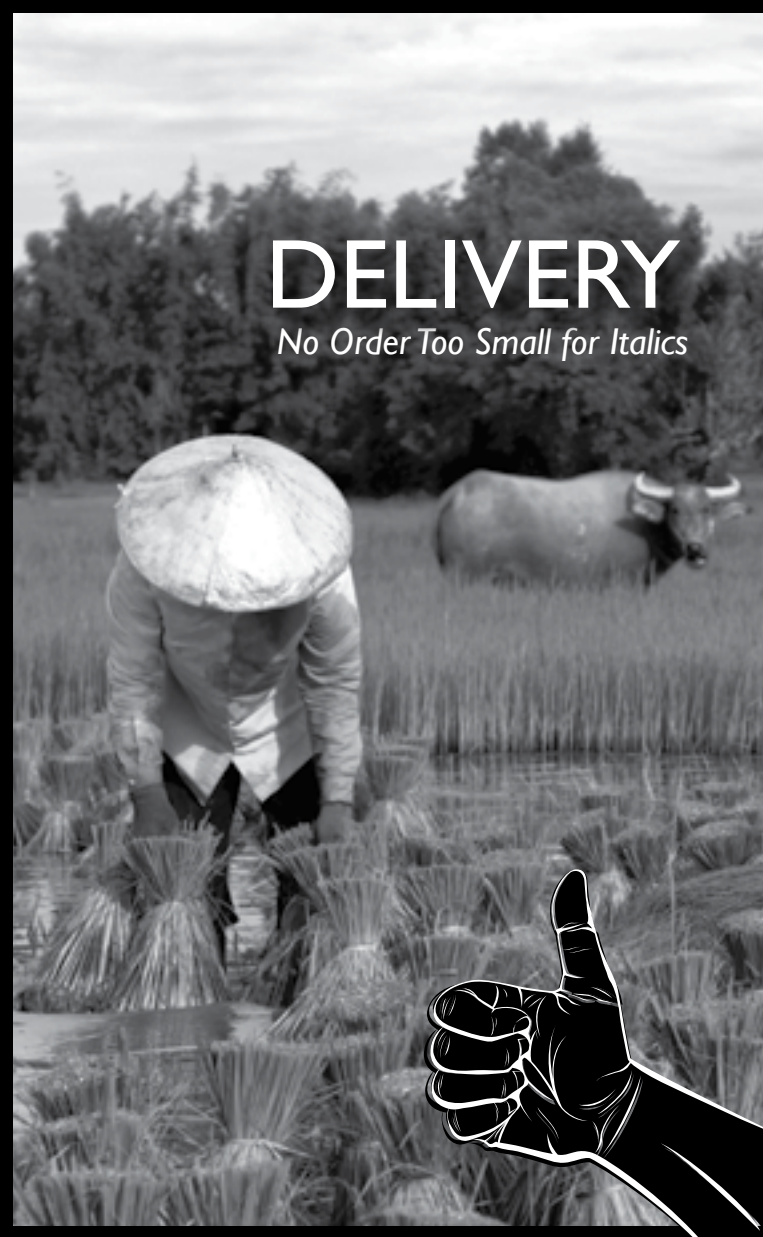
Dry coffee rubbed boneless rib braised in its own juice for a long period of time, cooled and pulled then mixed with a concentrated essence of espresso, balsamic, time and love; Placed on organic spinach simply tossed in butter and topped with sautéed handmade gnocchi cooked in duck fat and thyme. Finally it is baked in a iron dish and sprayed with a little truffle oil.

"All good things come in small packages."



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STAR Treatment:

Sumisa Jett hits cruising altitude at Ayurah Spa, lavishes love on Linda Meredith

●● **WHEN AHMS** - The Collection linked with the ‘Queen of Facials’ Linda Meredith last year to mark the launch of its game-changing Ayurah Wellness Centre at Aleenta Phuket-Phang Nga Resort & Spa, it knew the English woman came with the best recommendation there is in her profession: A-list stars loved her products. Madonna, Gwyneth Paltrow, Kate Moss and Jude Law are among the beautiful crowd who have beat a path to the beautician to the star’s door. Now a growing number of Thai celebrities have been converted – and once you’ve experienced Linda you never go back. Just ask Thai-American model and actress Sunisa ‘Vicky’ Jett who recently visited Ayurah Wellness Centre for the first time. We did:



How did you find the Aleenta Phuket-Phang Nga experience?
It was amazing. Everything about it was impeccable – from the treatments to the service to the ambiance to the delicious food to the results. Put simply, perfection. I know I’ve mentioned a few things I loved about the experience but in truth, when I think about Ayurah

“
IT’S ALL ABOUT THE JOURNEY as a whole. I’ve been to countless spas but very few can deliver that, and
”
that’s what MAKES AYURAH SO SPECIAL.
”

Wellness Centre it’s all about the journey as a whole. I’ve been to countless spas but very few can deliver that, and that’s what makes Ayurah so special.

What were your favourite features?
The bed in my private room was insanely comfortable. I wanted to take it home with me. I enquired and was told it had a 450 thread-count Egyptian cotton sheet. Bliss. Sheer bliss. I also have to say the staff were sensational – professional, highly skilled and warm.

How did you find Linda’s treatments?
Where do I start? When you’ve got such a lofty reputation people expect a lot. But I have to say her products not only lived up to the hype they, in my opinion, exceeded it. The best facial I’ve ever had without a doubt. My skin was transformed.

Will you use Linda in the future?
Is that a serious question? Ha. Only joking. Of course I will. My face is my livelihood, and Linda has deservedly carved out a very successful living making

people look better. She is at the peak of her profession. I now understand why. I’m obviously looking forward to returning there as soon as possible.

We understand you also enjoyed a meal at Aleenta Phuket’s The EDGE Beachfront Restaurant. How did you find it?

The only thing better than the view was the food. It was such an inventive take on fine dining, so creative and, most importantly, so sumptuous. I can’t speak highly enough about it, and I’ve already recommended the restaurant to a heap of people. I’m its biggest fan. Yum.

The recent launch of Ayurah Wellness Centre and The EDGE were part of a major refurbishment of Aleenta Phuket-Phang Nga Resort & Spa. The EDGE embraces forward thinking and contemporary cuisine to deliver delights ranging from timeless Thai staples, Asian-inspired noodle dishes, succulent meat, and luscious burgers and sandwiches at lunchtime.

SENSES Working Overtime

Adults-Only akyra Chura Samui Launches Lovers Retreats



●● **KOH SAMUI, THAILAND** - akyra Chura Samui Resort, the island’s only adults only resort, has unveiled the ultimate couples retreat – five beguiling romantic experiences crafted to send all five senses into a spin, day and night. ‘Senses Working Overtime’ Retreats for Lovers will whisk couples wanting to get back that loving feeling into a heady whirl of romance, transporting them to a world of private and intimate barefoot luxury, a secret beach that segues into a marine park, wellness that works, gourmet cuisine that makes possible indulgence with a conscience, and a chilled party under the tropical moon on powder sand.

The ‘Senses Working Overtime’ Retreats For Lovers Comprise:

SUN-KISSED: Be touched by the sun and get crazy in love as you sunbath by the lush cascading pool, attended

environment immersion, a breath-taking archipelago of islands offering vistas that will take your breath away.

RARE TASTE: Enter the portals of akyra Kitchen for a gourmet private dinner in a romantic sala on the beach and a journey into the heart of Southern Thai cuisine offering the authenticity of street food but the ambiance of sensual luxury.

CHILLED SOUNDS: Afterwards, enjoy exclusive access to CLUB akyra, a pool and bar area that spills onto a pristine beach and is enlivened by our laid-back beats. Look out for our Free Flow Thursdays with live DJs and free flow Martinis.

HEAVEN SCENT: Let the aromas work their magic, as the heady scent of wellness that works envelops your being. Savour a massage at our private beach sala that faces the calm, lapping waters of the Gulf of Thailand.

by your own ‘Sunbed Supervisor’ to perfect your tan or preserve your perfect paleness, as a butler serves delicious canapes and cocktails.

PARADISE SEEN: At sunset, enjoy a glass of champagne or ice cold Thailand local beers on a boat at Angtong Marine Park, following a full day of engaging



HOT Dates

At Aleenta Hua Hin



●● **BOOKYOUR GETAWAY** to the award winning Aleenta Hua Hin Resort & Spa on the best beach in Thailand on any of the Hot Dates of the year and get rewarded from the Aleenta Team by receiving the following value added benefit on that specific date. Dont delay **BOOK NOW** to make sure you don’t miss out!

ALEENTA HUA HIN’S HOT DATES:

- 3/3/2015 free spa buffet
- 4/4/2015 free dinner on the beach
- 5/5/2015 cooking class for 2
- 6/6/2015 free Bottle of sparkling wine
- 7/7/2015 free round of golf on Banyan Golf
- 8/8/2015 Complimentary upgrade and late checkout*
- 9/9/2015 romantic dining experience
- 10/10/2015 Night market tour
- 11/11/2015 Free bottle of wine
- 12/12/2015 free scooter day hire for 2

Valid for a minimum of 2 nights stay. The Hot Dates promotion can not be booked in conjunction with any other promotion. Quote “Hot Dates” and Book Direct with rsvn.lhq@aleenta.com
*Subject to availability

GREAT Mates Escape

First Mates Launched At Aleenta, With Mates Rates On Rock Star Romps In Lavish Beachfront Villas

●● PHUKET, THAILAND -

Aleenta Phuket-Phang Nga's now-legendary 'Great Mates Escape' has never been more accessible, with swanky two, three and four bedroom villas on the 'Hamptons' of Phuket, beautiful Natai Beach, up for grabs for groups of four to eight people.

Grab a couple of your favourite couples, assemble the ladies who brunch, cruise in with your wingmen or your best men, or round up a posse of your oldest and dearest mates – this year more than ever the rock star escape in a glamorous beachfront villa becomes very do-able – and very hard to resist, given the extra luxuries Aleenta has packed into its 'Great Mates Escape: First Mates' pamper hamper this year.

Now in its fourth year, the Great Mates Escape allows groups of friends or extended families to pool their resources and move into their own opulent mansion on the white sands of Natai Beach, experiencing an unforgettable week of barefoot luxury and non-stop pampering with all kinds of perks thrown in.

Anchalika Kijkanakorn, founder and managing director of AHMS - The Collection, which owns and operates the Aleenta, AKARYN and *akyra* resort brands said: "Based on the success of the Great Mates Escape last year, Aleenta Phuket is re-launching the Great Mates Escape, and to show we believe in putting friends first, we've added some great extra benefits to sweeten the deal. For every 'Great Mates Escape: First Mates' holiday experience booked, we'll throw in a Private Bartender at your villa upon request, a private cocktail



sundowner session for your party on our glamorous new rooftop bar, a luxury beachfront 3-bedroom villa, a private barbecue on the beach, and an exclusive Ayurah Spa wellness assesement for you and your mates, on the house."

It's the perfect time to visit Aleenta Phuket, following an extensive remodeling begun last year with the unveiling of a stunning beach front 40-metre infinity pool, fine dining waterfront restaurant, The Edge, and a children's club to cater to the young families that now accompany Aleenta's loyal guests.

Later last year the resort opened Ayurah Wellness Centre, which features treatments by UK-celebrity beauty practioneer Linda Meredith, and 34 new garden pool villa sanctuaries come on stream this month, totalling THB 300 million in new works.

continued from page 05

However, the number of adult turtles coming back each year to nest is dropping. This is an alarming trend. On the orders of Thailand's King Bhumibol Adulyadej and Queen Sirikit, the Royal Thai Navy has now stepped in with its resources to help out."

"It's all about catch and release, or more accurately, release and catch," she said. "You release a rehabilitated turtle, and you catch some good karma, catch some rays at our beach club, catch some 'me' time for mum and dad by parking the kids at our Children's Club, and catch some culinary creativity, perhaps even the 'catch of the day' at Aleenta's signature al fresco beachfront restaurant, The Edge."

What's the catch? There isn't one.

"Everybody wins," Ms Kijkanakorn said. "Guests get to do some good, as well as have a well-earned break and feel good about it. And we make sure a portion of the proceeds from each turtle adoption goes straight to the turtle sanctuary where it can do the most good."

It's also a great excuse to visit the new and improved Aleenta Phuket-Phang Nga, which is about to debut 34 brand new, intimate yet spacious Private Pool Villas to complement its recently-added 40m infinity pool, beach club, and cutting-edge Ayurah Wellness Centre.

Aleenta also offers a state-of-the-art children's club that leaves parents some time for themselves while the children are supervised by experts in their very own clubhouse, with not a Playstation, Wii or Xbox in sight, and a host of fun and educational

"Great Mates who make their escape to Aleenta will dine in style, live it up.."

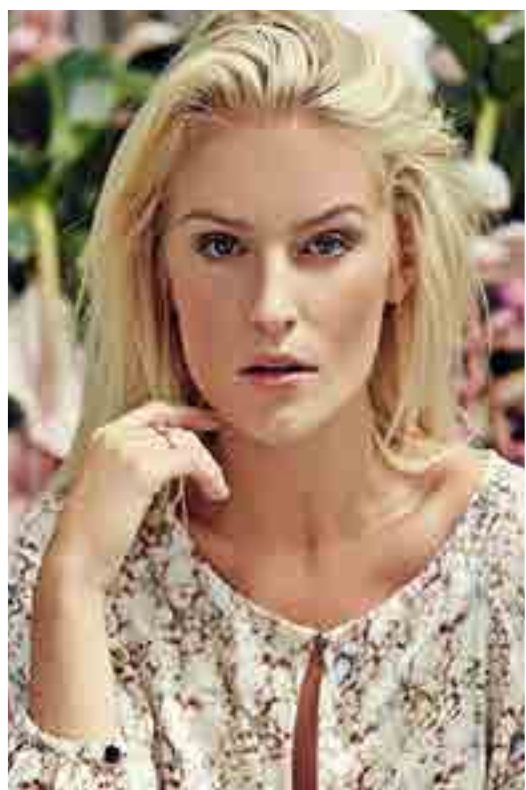
The possibilities are as broad as your imagination: Beach barbecues, Frisbees, beach cricket and footy, seafood feasts, cold beers on ice, and the finest wines available in the fridge. A big screen for the big games, movie nights, picnics, beachcombing, excursions to Thailand's 'Emerald Forest', Khao Sok National Park and private chartered boat to Phang Nga Bay, where James Bond island and Phi Phi are amongst the island havens that await.

activities including chocolate-making, Muay Thai, yoga, junior diving, kayaking, sailing and surfing.

Catch & Release Turtle Lovers' Mini-Break includes:

- 1 Night in an Ocean View Loft (Upgradeable)
- A refreshing Welcome Cocktail upon arrival
- Daily Breakfast
- Monthly Updates
- Aleenta Turtle Lovers' Swag Bag (Cups, Bag, Tshirt, Watch and Badge)
- Turtle Sanctuary 'Hall of Fame' Plaque
- Turtle-Releasing Ceremony with Private Beach Dinner
- Turtle Sanctuary visit

For more information, check out: www.purebluefoundation.com



GALLERIA Blossoms With Secret Garden Collection



Dane Dea Kudibal introduced herself to the wider community in 2003 when she founded the brand Kudibal with a collection of scarves and shawls made from vintage fabric – an approach that proved wildly popular and allowed her to quickly expand.

Ms Kudibal has a presence in countries that include Denmark, Sweden, Norway, the UK, Germany, Holland, Belgium, France, Finland and Japan. Now she can add Thailand to the list, with the Kudibal brand sold exclusively at Aleenta Phuket-Phang Nga Resort & Spa's boutique shopping experience Galleria. Her products are among the most popular at Galleria, synonymous with high quality craftsmanship, detailing, playful colours and affordability. Ms Kudibal's 'Our Secret Garden' spring and summer collection 2015 is one of her most arresting.

Now available at all AHMS Resort Galleries!

DESTINATION FEATURE

The Colors of *Chiang Mai*

●● **CHIANG MAI, THAILAND** wears a golden smile. Fern green mountains crest her head. Long boats glide in streaks of red. Elephants trek in shades of brown. Temples wear a yellow crown. Lanterns cast an orange glow. Sunsets melt to indigo. Skies are dressed in cobalt blue. Rainbows ride hot air balloons. Markets throb with brilliant hues. Spices pop in curried stews.



QUEEN SIRIKIT BOTANIC GARDEN: This spectacular botanic garden climbs the Chiang Mai hillside, encompassing streams, trails, and greenhouses. The Ornamental Garden displays colourful flower beds and trees native to other countries. The Fern Garden features moss, plants, and ferns in every shade of green. Banana Avenue showcases over 200 varieties of towering banana trees. Greenhouses are dedicated to specific plant species, including orchids, bromeliads, water lilies, cacti, and succulents. Other plant types cultivated are aquatic, carnivorous, tropical, medicinal, and variegated. An open-air bus provides transportation throughout the garden. The grounds also house a café and gift shop.



HOT AIR BALLOON ADVENTURE: Enjoy a sweeping view of the beautiful city of Chiang Mai from the sky in a hot air balloon. The flight begins with the blessing of a Chiang Mai sunrise. You'll float above the countryside, over rice paddies, gardens, farmland, temples, and villages. The balloon ride lasts approximately 1.5 hours, concluding with a champagne celebration and a receipt of a certificate commemorating your flight.



ELEPHANT PARADE HOUSE: An organization dedicated to the protection of elephants. The 4-story boutique sells elephant statues in a wide range of colours, designs, and sizes. International artists have created over 1,000 life-sized elephant statues, displayed on city streets throughout the world. Once the exhibits end, the statues are auctioned, with partial proceeds donated to The Asian Elephant Foundation. Elephant Parade House also holds Art Workshops, where you can paint your own elephant replica. You're provided with all the paint and brushes needed to transform your blank model into a unique personal memento. If you're visiting Chiang Mai with children, this is an activity they're sure to enjoy.

AYURAH Beach *Bootcamp Challenge*

Hosted by Ayurah Wellness Centre at Aleenta Phuket - Phang Nga



●● **SATURDAY, MARCH 28TH**, on the magnificent Natai beach, 6 teams stood eye to eye, ready for combat.

The battle began with a 100 meter sprint carrying sand bags, this activity proved to be rather challenging and it was only the start, 5 other grueling activities followed, each pushing the limits and testing the teams as to how far they could go. Truck tires, pushups and situps will now all have a new meaning to each of these participants!

After being pushed to the limit, with tremendous endurance, team "Ingite Red" (Tom, Ben & Britt from Ignite-Athletics) was victorious, walking away with a 2 nights stay for each team member and their partner in an Aleenta Pool Villa. In second place team, "Ingite Purple" (Lauren, Cameron & Otilia from Ignite Athletics) followed, and

team "RPM Purple" (Boy, Bond & Joe from RPM health Club) came in third.

The Challenge came to a close with a wellness cocktail and healthy snacks prepared by The Edge Restaurant at Aleenta Phuket - Phang Nga Resort & Spa. Due to the tremendous success

of this event and the high demand to repeat this challenge, we have no choice but to arrange more of these fun events.

The next Ayurah Beach Bootcamp Challenge is taking place on May 30th. Stay tuned to find out the results and more on our upcoming events!



akyra Manor Chiang Mai

At the International Hotel & Property Awards



We are pleased to announce that *akyra* Manor Chiang Mai has been shortlisted for the renowned International Hotel & Property Awards 2015 under the category of Best Asia-Pacific Hotel under 50 rooms. The awards ceremony is to be held in June 2015.



Points & VIEWS

AHMS - The Collection TEAM OPINIONS

Meanwhile on SOCIAL MEDIA...

DARIKA Thapchai (Waitress)



WHAT IS YOUR FAVOURITE PART OF YOUR JOB? My favorite part is working as a team, the everyday challenges, and meeting many new people.

WHY DID YOU CHOOSE HOSPITALITY? Since I was a child, I had been to many hotels with my family and saw that the hotel staff always looked smart and friendly. I hoped that one day, I would have the same job as them.

@Aleenta Phuket - Phang Nga

POSAN Jaijae (Bartender)



WHAT MADE YOU WANT TO WORK WITH AHMS? The working environment is like a warm family, all the staff members help each other out.

I also believe AHMS - The Collection has a lot of potential to grow in the future.

WHY DID YOU CHOOSE HOSPITALITY? I've always loved to help take care of people and be of service whenever I can. It is what I love to do, and what I do best. That is why I chose to study hospitality and tourism in university.

POUNGTHIP Sirinan (Sous-Chef)



WHAT IS YOUR FAVOURITE PART OF YOUR JOB? I love that it is very challenging, and has good benefits. My colleagues are warm and friendly, we work as a

family. It is also very close to my home.

WHY DID YOU CHOOSE HOSPITALITY? I've loved cooking ever since I was a child. I followed my passion learn about the food industry in university and today, I still love cooking for everyone. I'm very happy to know that our guests enjoy the food I help prepare for them.

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SANSUK Prompat (Engineer Supervisor)



WHAT MADE YOU WANT TO WORK WITH AHMS? First of all, I would say the great benefits, and the warm working environment. I also

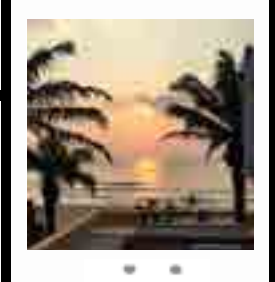
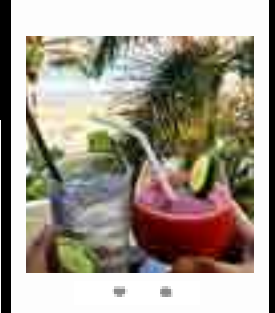
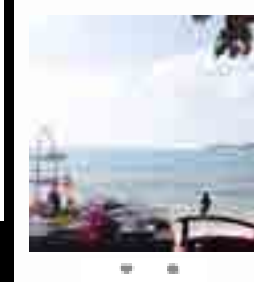
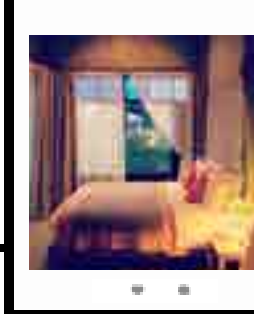
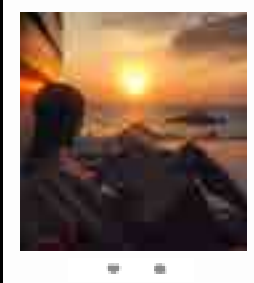
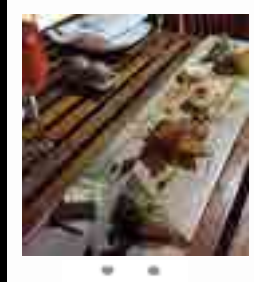
believe I will have a good future with the company.

WHY DID YOU CHOOSE HOSPITALITY? I love work that presents a challenge, and in hospitality I often get the opportunity to learn and improve myself especially in learning about every engineering system in the resort.

@Aleenta Phuket - Phang Nga



Instagram



guests pictures @ahms_hotels
#ahms #aleenta #akarya #akaryn

WHAT'S NEXT on A Life & Times

Available in all of our properties and online

Issue 4...

AKYRA MANOR CHIANG MAI
Second Art Exhibition Now Open

01



AYURAH WELLNESS
The Four Pillars of Wellness

02



AHMS WEDDINGS
Dream Weddings with AHMS

03



FREE SPIRITS
FREE FLOW SATURDAYS

@akarya CHURA SAMUI

SATURDAYS FROM 6:30 PM - 8 PM

LIVE DJ MUSIC
FREE FLOW DRINKS

5 KINDS OF MARTINIS
TEQUILA, GIN, VODKA, RUM
888 THB

RSVP: 1-661-77915 100 | WWW.THEAKYRA.COM

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 | 1:99:58'E



AKARYN



AYURAH



THE COLLECTION

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