



LUXURY HOTEL & SPA RESORT
PRIVATE RESIDENCES



FREEDOM BAY

ST LUCIA

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I want Freedom



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The desire for 'Freedom' lies at the heart of all personal values, and therefore acts as the main catalyst for major purchasing decisions.

Freedom of time, freedom of space and freedom to be with family and friends.

This exclusive development is called 'Freedom Bay' in commemoration of the slaves of Soufriere who rebelled against the British in 1795.

This led to the formation of the Brigands, a freedom movement that eventually liberated St Lucia from imperial rule, albeit briefly.

Today we are seeking to create a new freedom by redefining the benchmarks for luxurious living through iconic design and exemplary service.



...A DESTINATION

St Lucia is the “undiscovered” gem of the Caribbean, yet it has it all – mountainous terrain, rainforests, coral reefs, eternal sunshine, a hospitable culture and an established global travel infrastructure.

As a result of the island’s beauty and strategic location the French and British fought for possession for over a hundred years in a colonial tug-of-war that inspired one British historian to describe St Lucia as the “Helen of the West Indies”, comparing the island to Helen of Troy, a mythical Greek siren whose beauty mobilised an entire navy.

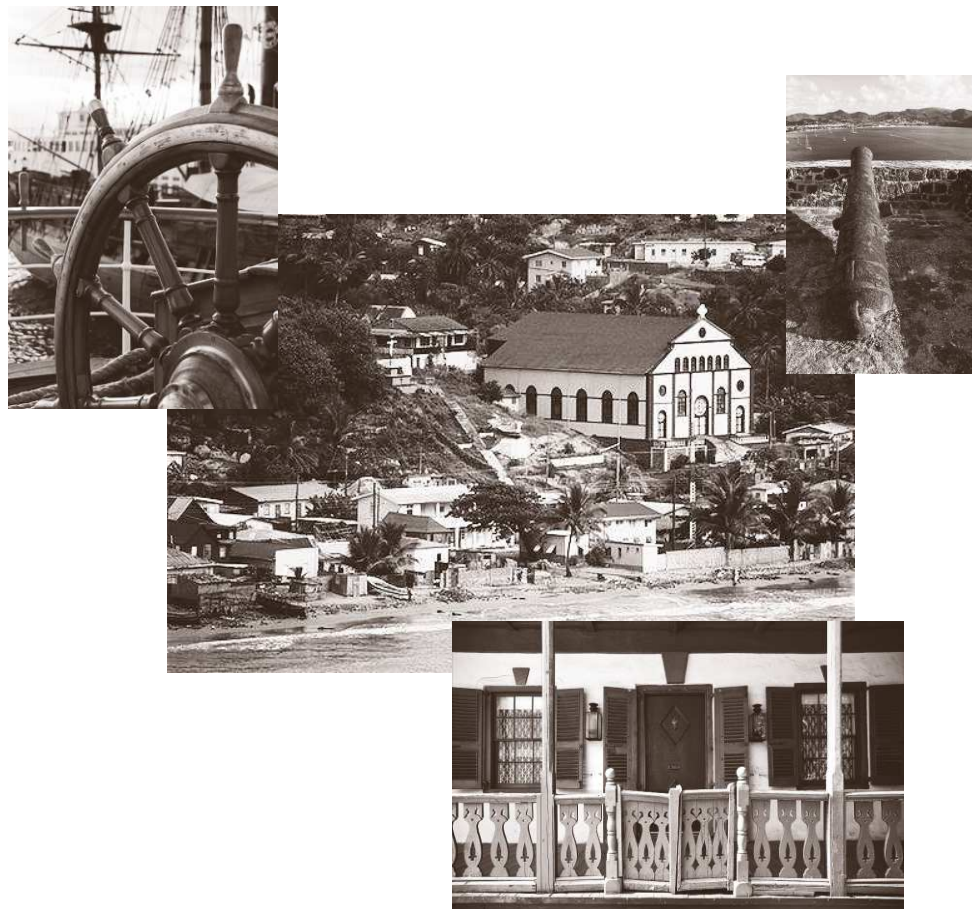
The legacy of British tradition and French influence have mixed with Creole and Caribbean culture to create a unique harmonious society of cricket and calypso, ceremony and carnival, afternoon tea and rum punch, gastronomy and the warmth of the people.

The beautiful South West Coast of St Lucia is dominated by the majesty of the Pitons and is now a new hub for luxury hotels, super yachts, prime real estate and the island's social scene, attracting the rich, the famous and the discerning traveller from around the world.

Freedom Bay is the ultimate haven, yet allows you to connect to reality at your leisure.

Secluded accessibility. The best of both worlds.

It is not a place, it is a destination.









...A SENSE OF ARRIVAL

Global accessibility to St Lucia is excellent with direct flights from JFK New York, Miami, Philadelphia, Atlanta, Charlotte, Toronto, Puerto Rico and London Gatwick.

Freedom Bay is adjacent to the world famous Pitons, St Lucia's signature feature and the most dramatic setting in all of the Caribbean, so your arrival will be part of a pleasurable and inspirational experience. Landing at the international airport you will be met by our Concierge Representative, all your luggage will be dealt with and you have three exciting options by which to arrive at Freedom Bay:

Either our 'Freedom of the Sky' Helicopter will elevate you over the dramatic volcanic landscapes of the island on a breath taking and awe inspiring journey to your speedy arrival at Freedom Bay's Heli-Port.

Or a uniformed chauffeur in one of our Freedom Bay branded vehicles will drive you in elegant style along the dramatic twisting coastal roads passing the famous Sulphur Springs and the historic Cocoa Plantations to your destination.

Or our fully crewed 'Freedom of the Sea' power yacht will sail you along the beautiful and rugged coastline passing the reef protected Anse de Sable Bay, the enchanting fishing village of Choiseul and the Jalousie Plantation to land at the Freedom Bay Jetty and your haven.

Upon arrival you will be met with a warm welcome and a cold drink. You will then be whisked away to your residence by a low-emission buggy completing an unsurpassed and memorable sense of arrival.

...LUXURY

Freedom Bay has created an indigenous retreat offering distinctive design and a range of experiences and activities that are derived from the natural elements of the resort, creating an intrinsic and spiritual one-of-a-kind destination.

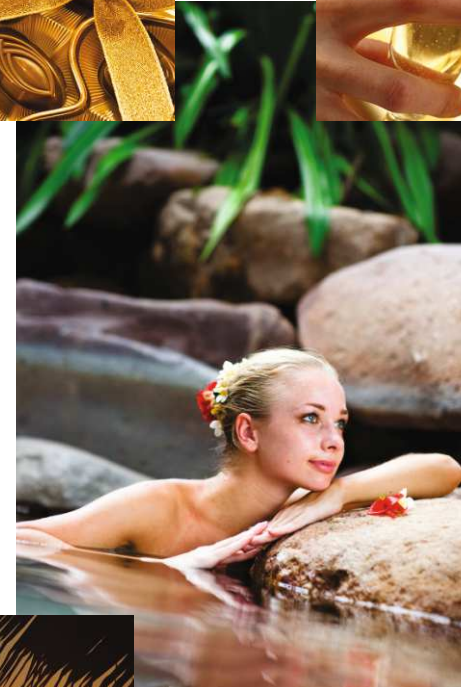
We call this indigenous luxury.

We envision a lifestyle, a unique experience of relaxation and excitement surrounded by natural beauty. A haven of ecological sustainable design for sophisticated travellers who want to enjoy the very best things that life can offer but with a clear conscience.

We call this ethical luxury.

Freedom Bay offers a liberating and indulgent lifestyle within a uber-luxurious and secure high-end resort. Casual elegance, authentic charm and exemplary service.

We call this barefoot luxury.







I WANT TO BE PAMPERED

The Freedom Bay Spa will be a haven of health, fitness, nutritional and spiritual well being, creating a lifestyle community.

We offer a holistic and personalised programme of life enriching treatments, classes and advice based around the physical environment of the Spa.

There is a fully equipped modern fitness centre, sauna, steam, aroma rooms and treatment suites, but the boundary between the outside and the inside is deliberately blurred. The Spa and its activities are integrated into nature; so you can enjoy a cliff side massage, pilates on the jetty, hydrotherapy from our natural springs, volcanic mud baths under the stars and body treatments made from local leaves, bark, fruit and nuts.

Exert, relax or revive.

Our mission is to provide the ultimate in authentic natural pampering.







...ACTIVITY

Freedom Bay offers a unique hub of activity. Its mountainous terrain, rainforest, waterfall, beach and coral reef promote an active and healthy outdoor lifestyle.

A perfect sanctuary offering a range of sensual experiences derived from its own natural resources. The clear warm waters of the Caribbean and the pristine coral reef offer fantastic scuba diving, the coastal winds are well-suited to surfing and sailing. The rainforest terrain provides for Piton hikes and mountain biking.

Alternatively take a horseback canter along the beach, zoom around the bay on a jet-ski, play a game of tennis or just sip a local cocktail as the sun sets below the horizon.

Elsewhere the island offers fantastic golf courses, rainforest zip-lines, deep sea fishing, dolphin and whale watching, kite surfing and so much more.







...CULTURE

A sporting and cultural calendar sets the pace for a vibrant social life all year round, from the parades of Independence Day in February to the Atlantic Rally for Cruisers, the world's largest transoceanic race, in December.

The highlights include the St Lucia Jazz Festival, which has become one of the premier musical events of the world, and of course the greatest show on the island's schedule is Carnival. A vibrant and colourful extravaganza spanning an entire month.

Sporting events are led by the nation's obsession with cricket but there is also a St Lucian Golf Open as well as tennis, volleyball and sailing tournaments.

The island has long held an enviable reputation for its people's intellectual and artistic talents and St Lucia has produced two Nobel Laureates, economist Sir Arthur Lewis and poet and playwright Derek Walcott, more per capita than any other country in the world.

St Lucia's cultural mosaic is enriched by its African, English and French heritage and this is evident in its language, governmental system, historic monuments, music, literature, art and cuisine.



...ROMANCE

Fortunate are those who find their soul mate and experience one of the most powerful of human emotions, and what better place to express, propose, strengthen, celebrate or confirm your love.

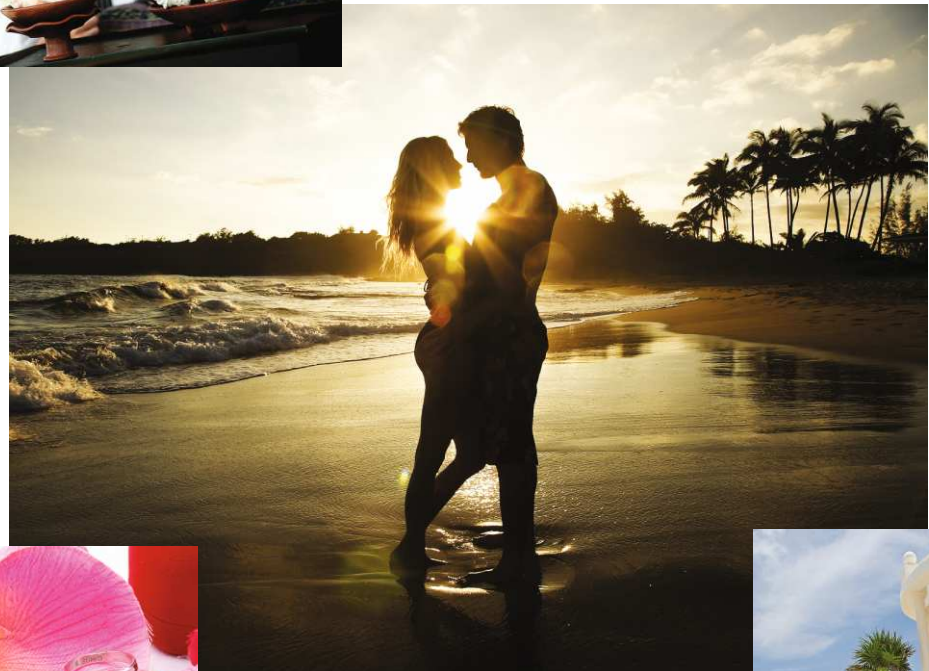
The Caribbean evokes passion and desire.

The year-round tropical sun on your skin, the crystal clear waters gently lapping the shore, the rhythm of the steel bands, cascading waterfalls and the rustling of palm trees in the breeze, sensual experiences that elicit emotions of love and romance.

Rediscover yourself and each other in private residences where no one can disturb you. Gaze from your terrace at the spectacular views and see the same face in a different light.

Try a romantic couple's massage, a gentle cruise along the idyllic coast, an intimate stroll through the fragrant forest, a horse ride on the beach, or a candlelit dinner with an iconic backdrop.

Fall in love. With Freedom Bay.







Freedom Bay is a natural World Heritage site. An enchanting habitat of abundant and diverse botanical species and birdlife that beckon to be appreciated. Within the resort is a picturesque waterfall, a warm therapeutic mineral bath, flamboyant indigenous trees and native birds including the St Lucian Oriole.

The serenity and magic of the rainforest can be explored through well laid tour trails, or for the more energetic you can hike the Piton for captivating views and a true back to nature experience.

Witness the natural phenomenon of seething pools of mineral water bubbling forth from the earth's surface at the Sulphur Springs. Be captivated watching giant leatherback turtles on Grand Anse Beach or plunge to the depths of the crystal clear Caribbean Sea to marvel at the wonderful variety of marine life and the tropical coral reef in all its glory and colour.

Freedom Bay provides nature lovers with the ultimate escape.

I WANT TO BE AT ONE WITH NATURE







...EXEMPLARY SERVICE

Attention to detail and personal service are an unwavering commitment.

The private residences of Freedom Bay will offer all the pleasures of a private home combined with five star hotel service excellence. Our 24-hour concierge and bespoke service draw upon a pool of highly trained and motivated staff, as you require: whether a butler, housekeeper, chef, waiter, gardener or a night watchman, all are available for your convenience.

Freshly laundered linen and fluffy white towels, immaculate gardens, fully stocked refrigerator, silver-service dining and chauffeur services on demand are just some of the things you can count on at the most exclusive address in St Lucia.

At Freedom Bay we seek to build an environment of energy and commitment to service that balances innovation with tradition and delivers it within a culture of care.





Design that defines the height of style and elegance and creates sensual living spaces.

The architecture of Freedom Bay reflects and respects the natural environment. The Private Residences as well as the Hotel and Spa are integrated and orientated around the natural features of this World Heritage site, whether a waterfall, a stream or a magnificent tree. It is these indigenous elements that make Freedom Bay Residences unique.

Exteriors are naturally modern, maximising outdoor living areas and bringing external elements inside. Its curves and lines, its comfort and details are priceless. Each home creates an individual statement with a pedigree and character. The texture of natural sustainable materials, large decked chill-out areas, infinity pools whose reflection remind you of the beauty of the world. Every window forms a new perspective, a fresh inspirational vista of the Caribbean Sea or the Pitons.

...INSPIRATIONAL DESIGN



Interiors are a spacious environment of understated sophistication, utilising modern amenities that require minimal effort but offer the highest standard of living.

As a LEED Platinum project we have embraced sustainable design technologies with passion.

The epitome of eco-luxe design.





I WANT TO STAY

Escape, discover, excite, indulge and delight in the experience that is Freedom Bay Hotel, St Lucia.

This boutique oasis is set to redefine luxury hospitality in the Caribbean and to become an internationally renowned destination, breaking the mould in terms of design, cuisine, spa and service within an environmentally responsible ethos.

The Hotel has three restaurants of fine and casual dining experiences offering international cuisine and fresh local produce, a fashion boutique, a large central infinity pool situated on the beach, a chill-out lair, a cigar lounge, a library and various bars and beach cabanas.





There is a Tennis Club, a Water Sports Club and a Spa and Wellness Centre so you can be as active or as inactive as you desire. Services include 24-hour concierge, in residence doctor, and access to our fleet of branded house cars, helicopter and yacht.

There are no hotel rooms, guests stay in detached private pool beach, spa or cliff villas, a naturally modern interpretation of the beach bungalow experience, providing generous personal space, modern design and an uncompromising standard of luxury in which to greet another day in paradise.

Some resorts become icons. They stand for something. This is one of them.



I WANT TO LIVE...

Spectacular private residences are being sensitively developed amongst an undulating canopy of lush tropical rainforest and along the edge of a magnificent sandy Bay.

The terrain and topography lend themselves to the creation of a selection of limited edition categories of Villas and Apartments each with their own distinct and special characteristics. There is a choice of between one to four bedroom Beach, Cliff, Rainforest, Piton or Waterfall Villas and Apartments. All have spectacular views of the beauty of this unspoilt haven. Each is unique, and positioned to combine maximum privacy and tranquillity. The World Heritage designation, one of only five natural sites in the Caribbean, highlights the exclusiveness of these residences and provides assurance that the area is safe from over development.

St Lucia has ease of international access, a stable political system and economy, and an excellent infrastructure that make it comparable to Antigua and Barbados, but property prices are significantly lower and with high capital appreciation potential. Prime St Lucian real estate offers an excellent investment alternative as well as providing a life enriching experience.

Freedom Bay is the superior development on the island in terms of location, design and services.

Each resident owner will not only live within an iconic design but have access to a world class hotel.

Ownership will be a status symbol. An exclusive and prestigious membership.



...AT FREEDOM BAY





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www.freedombaystlucia.com

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