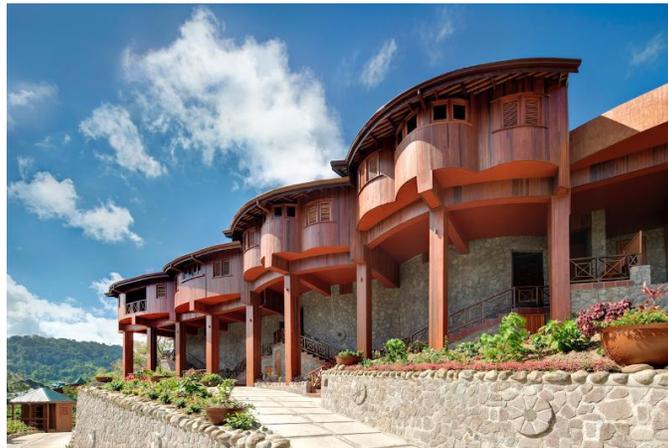




Opening of New Paradise Ridge Takes Luxury to New Heights in Saint Lucia



Paradise Ridge, Ladera.

May 29, 2013, Soufrière, St. Lucia, West Indies - Saint Lucia's newest line of elegant Suites and one glorious Villa at **Paradise Ridge** are now officially open at [Ladera](#) as of this spring. Newly constructed on a previously undeveloped parcel of stunning, high-altitude private land immediately adjacent to the resort, Paradise Ridge is surrounded by the naturally lush tropical rainforest and caps a round of luxury developments in the exclusive southern part of the island. Ladera's new Villa and four Suites at **Paradise Ridge** offer soaring panoramic vistas of the Caribbean and UNESCO World Heritage Pitons and deliver a standard of service and luxury that are as elevated as the views.

"Paradise Ridge is now literally the ultimate height of luxury in Saint Lucia," says Olivier Bottois, Ladera's Vice President of Marketing & Operations. "The development project was initiated during our 20th Anniversary year as an investment in our continued leadership as the authentic Saint Lucia experience. We've taken Ladera's legendary open-air concept, created by architect John DiPol, even further with designs that provide more space, ultimate privacy and a higher

level of personalized service exclusively for Paradise Ridge guests, while retaining the beloved original elements that have become ubiquitous with Saint Lucia."

Paradise Ridge is accessed from the main part of the resort by a beautifully landscaped foot path. Once guests step over the threshold into the new exclusive enclave - through a dramatic archway crafted in tropical hardwood and traditional island design by on-site artisans - the sense of ultimate privacy, design and elevated luxury become evident.



The **Villa at Paradise Ridge** is Saint Lucia's newest showpiece. Designed as an idealized romantic hideaway, the lavish 1,700 square foot aerie takes Ladera's pioneering concept of the three-walled open room design to an even loftier level. There's an expansive living area appointed with contemporary Dedon furniture, including a dining area, lounge seating and a double daybed. The star attraction is the canopied, four poster King bed, perfectly positioned for endless sea views from this enchanting retreat. As with all of the guest

rooms at Ladera, the Villa includes a private pool and commands the only view on the island that directly faces the Caribbean and the Pitons. The **Villa at Paradise Ridge** is priced at \$1,900 per night based on double occupancy, year round.

The four new **Suites at Paradise Ridge** are open aeries with added privacy, generous living areas, expansive bathrooms with Kohler fixtures throughout, four poster canopied King beds, private plunge pools and, of course, the signature views of the Caribbean Sea and the Pitons. The **Suites at Paradise Ridge** are priced at \$1,600 per night based on double occupancy, year round.



View of the Pitons from Paradise Ridge, Ladera

Guests at Paradise Ridge are exclusively served by Ladera's new signature **Butler Service**. From the moment Paradise Ridge guests arrive, they are welcomed by an assigned butler who ensures that all their needs are handled promptly and discreetly. The new bespoke level of service provides private check-in and check-out for those who choose to stay in the Paradise Ridge accommodations. Ladera's butlers will unpack for guests, take care of dinner reservations and preferential seating at Dasheene at Ladera, and arrange for room service if guests prefer. Butlers also handle tour bookings and spa treatments, reconfirm flights and arrange for transportation to the airport.

Both the new **Villa at Paradise Ridge** and the **Suites at Paradise Ridge** have locally-woven textiles, local tile and masonry and custom furniture pieces from new **Paradise Ridge Collection**, hand-crafted on site at Ladera, and available for purchase by guests.

The new **Paradise Ridge** is not simply the latest luxury development to open in Saint Lucia. The iconic rooms, unique views from 1,100 feet above the Sea and the welcoming Saint Lucian staff, combined with Ladera's lasting commitment to local cuisine, design and handcrafted local décor, is one of a kind and unforgettable experience of Saint Lucia.

New high-res images of Paradise Ridge available upon [request](#).

[Ladera](#) is the only resort on Saint Lucia overlooking the Pitons, a UNESCO World Heritage Site. The eco-luxe resort is on a forested ridge 1,100 feet above the Caribbean, perched above the port town of Soufrière. Over two decades ago, Ladera pioneered the concept of the open-air, three-walled guest suite that remains its signature design. The only authentic Saint Lucian resort, Ladera prides itself on its handcrafted furniture made by local artisans. A fixture on every major top hotel and awards list, Ladera is a haven for celebrities, honeymooners and trendsetters. Dasheene at Ladera is known for its new approach to fresh cuisine and creative renderings of locally sourced Saint Lucian seafood and produce, as well as its breathtaking views of the Pitons.

For reservations and information on Ladera Resort and Dasheene at Ladera Resort, please visit www.ladera.com, or call the hotel directly at 866-290-0978.

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