
SAMSARA

MEDIA KIT



PRESS RELEASE

AUGUST 2015: Hidden away on the west coast of Phuket, Thailand and set in the brilliantly perfumed tropical gardens of a former cashew nut plantation, the Samsara Estate consists of eight unique contemporary villas that are internationally recognized as some of the finest coastal homes in all of Asia, with A-List celebrities such as Rihanna and other high-profile personalities choosing Samsara as their number one vacation destination.

The Estate occupies a unique piece of Phuket real estate: an entire private seaside headland with breathtaking coastal and ocean views known as Nakalay Point. Each home within the Estate offers both privacy and privilege, with all villas offerings distinct and unique character along with a full range of personalized services provided by unobtrusive staff, including a personal chef to prepare any manner of meals to order and a concierge service allowing guests an endless list of services at their fingertips. The villas themselves are contemporary multi-level designs featuring private ocean view swimming pools, vast indoor and outdoor living areas, and a variety of bedroom configurations, as well as state-of-the-art home technology.

But privacy and seclusion do not mean isolation. Samsara is within easy reach of the island's major attractions. Patong, Phuket's main shopping and entertainment area, is an eight-minute drive away. The picture-postcard beaches of Kamala, Laem Singh, and Surin are a quick ride up the coastal road (all within 10 - 15 minutes). If that's not enough, an array of championship golf courses, elephant trekking, and all kinds of island excursions can be reached in less than 30 minutes.

The private nature of Samsara Estate, coupled with first-class services makes villa living an easy choice over the impersonal and bustling nearby hotels. Villa living affords you the space and privacy you seek on a vacation whether a romantic getaway, a family holiday, a private celebration or corporate retreat. The Estate offers the ultimate exclusive accommodation in one of Phuket's most visually appealing and convenient locations.

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SAMSARA Phuket Villas
Kamala Soi 16 (Street sign)
Kamala 1 Alley (Google map)
1/21 Moo 6
Kamala, Kathu
Phuket 83120 THAILAND

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PRESS PAGE

Samsara Estate has played host to a number of worldwide media including design journals, coffee books, fashion magazines and even music videos. The idyllic backdrop along with distinctly-designed luxurious villas makes Samsara and incredible location for any shoot or article that peers into island life with a five-star edge.



Appeared on French TV show, Made in Paris



Bon Voyage Travel Supplement Mexico



Architectural Digest Mexico



Farrenheit Magazine Mexico



Pleasures Magazine Israel



Gentleman Magazine Mexico



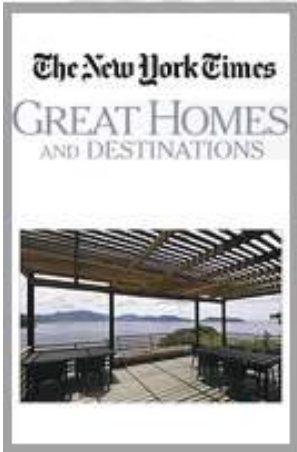
Instagrammed by Rihanna



Featured in first 0:58 of Duke Dumont video

SAMSARA





Featured in New York Times article



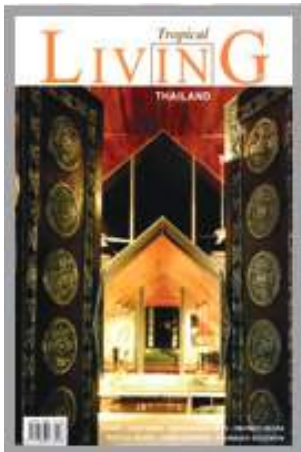
Featured in The Wall Street Journal



Used as the setting for a Russian telecom advert



A cover featured article in TRENDS magazine



A cover featured article in Tropical Living, Thailand



Featured in @Kitchen magazine Thailand



Backdrop for a Kenkoon furniture catalogue



Cover photo and featured in book - Luxury Houses

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SAMSARA FACT SHEET

Samsara Estate boasts eight individual villas, each with their own service staff and an endless list of bespoke services to complement any stay.

[Click here](#) to see more details on our website.



CHEF - Resident chef is an expert with Thai food. Broadly skilled also with western, Chinese, and Indian cuisine. Doubles as a second housekeeper when not in the kitchen.

HOUSEKEEPER - Resident housekeeper doubles as a sous-chef at meal-time.

VILLA CONCIERGE ON-SITE - Villa concierge speaks fluent English. She can assist with home spa treatments, island excursions, transportation needs, golf bookings, and other personalized requests

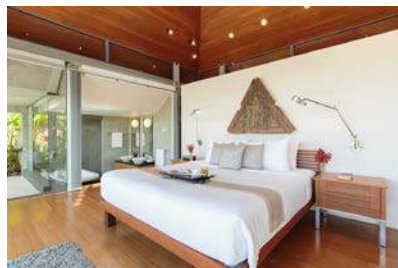
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HIGH RES PHOTOS & ANY VIDEOS

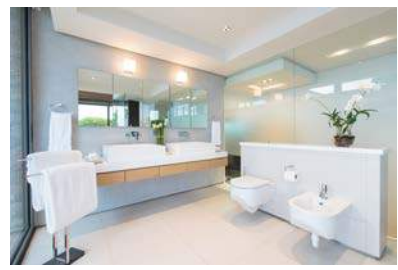
Renowned photographer Leslie Fisher was brought on board to capture the true magic of each inspiring and individual villa. Further to the imagery, aerial photography of each villa and the Estate itself, along with 360-degree tours are available to get the full Samsara experience.

See our full gallery [here](#).



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TESTIMONIALS

I had a wonderful time here. They provided great food for us and took very good care of us. They were always there when we needed their help. Everything that they cooked for us was spectacular. They cared for us all very well and I think we all had lots of fun. I'm going to miss everything.

Lucie (age 14). Australia. January 2014

What a wonderful time we have all had at Villa Lomchoy. We leave today, and though we aren't gone yet, I miss the place already. This has been an amazing place to stay, and I will miss this place dearly. Thank you to Tuk and Kung. They have provided such great service. The meals were exceptional, better than some restaurants I might go as far to say.

Oliver. Australia. January 2014

To the most amazing people I have ever met -

Where do I begin... From the moment we stepped foot into this enchanting villa, we were greeted by the most beautiful, friendly, and bubbly staff!

Juree, you really have a way with people. You made us feel welcomed and loved from the moment we walked down that stairway.

Jan, Wow! What an amazing lady! Her quiet beautiful gentle soul kept this place together at all times and stress free. Your attention to detail is outstanding and an amazing quality to have.

I could keep writing about this outstanding experience, although I would run out of descriptive words to use. Thank you so much for making our time at Samsara so special. We will miss you all dearly and I will make sure that we return soon.

Diana. Malaysia. April 2012

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SAMSARA VILLAS OVERVIEW

At Samsara, we pride ourselves on the fact that our individually-owned luxury villas hold a unique charm that sets them apart from the rest. Each featuring stunning views and a delightful private pool, the villas' differences lie in their delicate nuances: a sunken, outdoor bathtub here, a private cinema there. From sun-kissed patios to outdoor granite countertops, plush poolside loungers to en suite terraces, each villa is designed with the guest experience in mind, to create the perfect backdrop to a perfect holiday or retreat. Choose the villa that best suits the needs of your group, then sit back and soak up the sun, the sea breeze and the sweeping vista.

VILLA LOMCHOY

With expansive panoramic views, a private pool and an al fresco dining area that practically licks the waves, a stay at Villa Lomchoy is like floating on the sea. This incredible four-bedroom, eight-person villa is built over three levels, with an elevated indoor balcony overlooking a spacious living and dining area just steps from its entrance. With its high ceilings, glass folding doors and unique decor including ancient maps and hand-picked modern art, Villa Lomchoy is a sleek and sophisticated oasis, featuring the ocean breeze in each spacious room.



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HALE MALIA

Welcome to your own personal spa: with a relaxation sala that doubles as an oceanview yoga pavilion, an incredible infinity pool, and a separate sauna and steam room, Hale Malia is a four-bedroom, eight-person haven for leisure and rejuvenation. After a dip in the pool, guests may enjoy the villa's wrap-around terrace with built-in barbeque; inside, the earth-toned palette and decorative Asian woodwork provide a calming atmosphere throughout the bedrooms, open-concept kitchen and large dining area all centered around main living space, where floor-to-ceiling windows provide spectacular views of the turquoise water in both the pool and the sea.



ROM TRAI

With three warm-yet-spacious levels that cascade down a gentle hill to the shore, Rom Trai is the perfect holiday home to bring little ones, featuring two en-suite bedrooms and two connecting bedrooms that may suit any family. Stunning views over Naka Lay Bay and the Andaman Sea, a lawned terrace and a large, wrap-around pool deck provide a backdrop to the home's Asian-influenced decor, with a large communal living space and a cozy, tucked-away library. The villa also provides an internal lift for ease, comfort and accessibility.



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LEELAVADEE

From soaking in panoramic views of the azure sea to soaking under the stars in the outdoor whirlpool, this four-bedroom, eight-person villa is sleek and sophisticated by day and night. Mixing plush furnishings with polished modern design, Leelavadee is the perfect holiday home for the discerning traveller, offering a spacious outdoor terrace, a personal gym and sauna and even a path from the glistening pool to a hidden, private beach for the ultimate in exclusivity. Each of the villa's four bedroom suites flow onto private terraces, offering a personal, tropical retreat to all guests.



SAENGOOTSA

An exquisite modern oasis, Saengootsa provides the perfect backdrop to a family holiday or corporate retreat, with the expanse of its raised glass ceiling mirrored only in its large pool and sweeping panoramic views. Guests will enjoy beautifully-prepared meals at the outdoor dining area, featuring a granite island and a long, brushed concrete dinner table, oozing industrial chic. Inside, a cascading staircase descends onto the airy living space, just steps from the terrace; in adjoining spaces, guests may enjoy a game of billiards before retiring to the private terrace - complete with sunken outdoor bathtub - of each bedroom suite.



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FAH SAI

Previously chosen as a New York Times' "Great Homes of the World", this striking seaside retreat employs strong horizontal lines across two stories to provide sweeping ocean vistas from each room. On the upper-level, guests may enjoy a warm living area, an elegant dining space and a sundrenched kitchen that spills out onto the spacious terrace. On the lower level, four large bedroom suites open onto the large poolside veranda, where guests may watch the sunset over the infinity pool and beyond. The home also features a master suite nestled into a quiet, private corner of the upper level.



BENYASIRI

Welcome to the heavenly escape of Benyasiri, where the five-bedroom villa practically grazes the clouds from its location atop the highest point of the Samsara headland. Guests will soak up expansive views of the stunning landscape and glistening sea from the head-to-toe glass panels and double-height vaulted ceilings of the indoor living space or the oversized poolside sundeck, where plush loungers call out for afternoon siestas. With a total of five bedrooms, this hilltop retreat is perfect for a large family or group of friends, who may enjoy a poolside table tennis tournament or an evening film in the private cinema.



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VIMAN

A cozy-yet-sophisticated family holiday home cascading down the hill towards the azure sea, this six-bedroom, 14-person oasis blends bold colors and striking island vistas to offer both tranquility and amusement to all its guests. A spacious central living area opens onto a sundrenched poolside deck, where sunken whirlpools and plush loungers frame the large infinity pool, grazing the horizon. Inside, rich wooden floors and ceilings provide a warm atmosphere throughout all six-bedroom suites, each with a private terrace, some with hidden outdoor bathtubs, and one featuring an adjoining playroom for the little ones.



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SAMSARA MANAGEMENT BIO

John Chadwick serves as the General Manager of Samsara and is in charge of the villa rental program. He has held this position since Samsara's inception in 2004 and is also a proud owner of his very own villa at Samsara, Villa Rom Tai, which he was intimately involved in designing and ensuring it complemented the Samsara Estate to the fullest.

Juree Watcharakorn (Khun Juree) serves as Samsara's operations manager and villa concierge and is assisted by K. Penpan Pimarn (Khun Apple), Samsara's food and beverage purchasing manager. The backbone of the operation is K. Worawan Aksornwong (Khun Sim), chief accountant who rounds out the front office team and keeps everything running smoothly.

On top of the management team, each villa is tended by two discreet live-in staff: one chef and one housekeeper. The Samsara Estate front office team and villa concierge work hand-in-hand with the villa's permanent staff to organize customized requirements and satisfy any holiday whims.

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