



The Swell Life

It's the ultimate bohemian crash pad – a magnificent villa with eccentric charm, the twinkle of the Byron Bay lighthouse in the distance, the roar of the waves as a soothing soundtrack and highly skilled spa therapists at beck and call to knead away stubborn knots of tension. Welcome to the most coveted Easterly tip of Australia....Rae's On Watego's.

"It's champagne surfing up here!" says owner Vinnie Rae, who has devoted the past twenty years to creating a utopian dream by the sea in Byron Bay, New South Wales. "My aim was to reinvent a sense of wanderlust by creating a boutique hotel that has the best the world can offer in one place." The result is an eclectic hedonistic gem: 7 rooms with soft pink Tuscan-inspired walls, Italian marble corridors adorned with nudes by acclaimed Australian artist David Bromley, hand-painted mosaics from a century-old Javanese palace, enormous French doors to welcome the sunlight, extensive exotic gardens and a world-class spa.

"Most importantly, the vibe at Rae's is very personal," says Vinnie. "You feel immediately as if you're part of the family here, part of the beautiful memory of the place. That's what makes Rae's on Watego's a one-of-a-kind."

More haute hippie than Byron surfer chic, Rae's On Watego's is a place to escape the tedious rigour of everyday life. "It's an elegant but understated barefoot playground for free spirits who crave a little extra luxury but are also searching for a sense of serenity and seclusion," says Vinnie, whose guest list has included the likes of Led Zeppelin, The Rolling Stones, Tom Cruise, Keanu Reeves, Kate Hudson, Nicole Kidman and Russell Crowe.

Famous for its lavish parties on the terrace, Rae's is an exclusive sanctuary of indulgence: celebrities come here to search for the perfect swell, kick back in private chill-out corners, refuel in the NEW Fish Café (don't miss the Pan roasted Moreton Bay bugs with lemongrass paste) or spot shooting stars while sipping on a Sunset Blush (freshly muddled strawberries and mint with a splash of vodka).

“ It's an elegant but understated barefoot playground for free spirits who crave a little extra luxury but are also searching for a sense of serenity and seclusion ”



Virgin billionaire Sir Richard Branson recently rated Rae's On Watego's as the best place he's ever stayed. "It's only got about seven bedrooms and I highly recommend it," says the well-traveled Branson.

For those seeking extensive cossetting, the spa is an unsurpassed experience where celebrities such as Elle Macpherson flock for spa guru Marianne de Candia's fabulous anti-ageing facials. "On my last day [on holiday] there I had an amazing facial - my skin looked so fresh," says Macpherson. The latest signature treatment using cult skincare range La Gaia is The Pink Orchid, a 90-minute facial named after one of the most priceless diamonds in the world. "The treatment is more than just a luxe anti-aging facial, it also incorporates precious gemstones, chakra therapy and acupressure for a holistic body and soul treatment that connects the head and heart," says Marianne. "It's an incredible way to restore the skin back to natural radiance - guests are smitten by the physical and emotional power of the healing amethyst mask."

For brides, pre-wedding pampering in the spa sets the opulent tone for their spectacular celebration. "It's the romance of Rae's that people remember," says Vinnie. From Hindu weddings to Buddhist ceremonies, guests who exchange vows in the villa return annually to reminisce. "Whether you want to bring in a camel train or create a heavenly church altar by the pool, you can let your imagination run wild for an event at Rae's."



About Vinnie Rae + the NEW Fish Cafe



A dedicated visionary, Vinnie is a sought-after international hotel stylist whose deft decorating touch has transformed Rae's during his two decade-long ownership. "Rae's On Watego's is elite and luxurious but it has an authentic, rustic flair and an eclectic architectural style surrounded by the stunning natural scenery of the Cape."

Vinnie's latest addition to the boutique hotel is the NEW Fish Café. "Our food in the Fish Café reflects our hippie chic Byron Bay surrounds," says Vinnie. "It's casual seafood fare that satisfies both the stomach and soul." Artfully scrawled on a recycled wooden board is a mouth-watering list of ocean fare options, including Freckles catch of the day beer battered or grilled with shoestring fries and tartare sauce or perhaps guests might prefer the Seafood Platter for two. "It's the perfect way to end a swell day!" says Vinnie.

Marianne de Candia, Spa Manager



No stay is complete without a resplendent treatment at the hands of celebrity facialist Marianne. Having worked her magic on the likes of Elle Macpherson, Kate Hudson and Catherine Martin, Marianne's bespoke facial using luxury European skincare is as much of a drawcard for guests as the magnificent villa itself.

"In all my years working in some of the worlds best spas I know that nothing surpasses the Rae's spa experience," says Marianne. "It's a warm, private and nurturing space that eases the over-tense and super stressed into a blissful state of relaxation. Our treatments are a hypnotic, almost spiritual experience and that's what puts Rae's in the top 50 spas of the world. Guests - male and female - always leave glowing, inside and out."

Throughout her career Marianne has studied facial techniques under the world's best, including famous lymphatics educator, Dr. Vodder. "My secret to success is actually very simple - even the world's best skin care products need to be applied with the right intention to achieve their true rejuvenating potential," says Marianne. Her techniques are guided by a deep understanding of what the skin's needs are, what the product contains, and what is happening below the surface when the two meet.

For Reservations please contact:

Rae's on Watego's - Watego's Beach, Byron Bay, NSW, Australia
telephone: + 61 2 66 855 366 email: raes@wategos.com.au www.raes.com.au

The Swell Life Luxury Winter Package

Stay 3 nights and
receive the 4th night
complimentary
Rooms priced
from \$600

Package Includes
a daily continental
breakfast

Rates are valid from
30 Apr - 31 Aug 2011

For complimentary media stays, further information, high resolution images or to arrange an interview with Hotelier, Vinnie Rae or Spa Manager, Marianne de Candia please contact Sara Langham at THE PEOPLE Agency on +61 (02) 9362 4983 or email sara@thepeople.com.au.

Publicity & Marketing
m + 61 (0) 410 657 747

Event Management
+ 61 2 9362 4983

Photographic Production
sara@thepeople.com.au

Design Services
www.thepeople.com.au