

# SLS

THE RED SEA

## SLS THE RED SEA DEBUTS IN SAUDI ARABIA



*High-res images linked [here](#)*

**Riyadh, October 2025** – [SLS The Red Sea](#) is set to make its spectacular debut in Saudi Arabia, bringing its unmistakable blend of theatrical flair, lavish style, and unapologetic spirit to Shura Island, the heart of The Red Sea destination. SLS will shine as Shura's vibrant epicentre where bold design, world-class dining, and electric energy collide to create the ultimate VIP experience. With The Red Sea's outstanding natural beauty as its backdrop, the resort becomes a stage for the glamorous and the daring, and all those who crave the extraordinary.

November marks the premiere of SLS The Red Sea, inviting guests to be the very first to experience its striking design, culinary artistry, and enviable style while more is being revealed scene by scene. Intimate and elevated, the opening act will set the tone for the showstopping grand reveal of the spectacular resort, which offers 150 rooms, suites, and villas, including 15 signature pool villas crafted for ultimate privacy and indulgence. Guests can indulge in five dynamic restaurants and bars, a see-and-be-seen pool scene, a luxurious spa and fitness centre, outdoor cinema, and dedicated clubs for kids and teens, all framed by a pristine swathe of white-sand beach.

Designed to spark curiosity as much as comfort, SLS The Red Sea has been crafted with the luxury and excellence of a grand hotel and delivered with a playfulness and extravagance that sets the scene for the extraordinary to unfold. SLS aficionados will recognise the theatrical interiors, unexpected indulgences and witty design touches that underpin the brand's distinctive aesthetic. Among the most recognizable

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touchpoints is the signature SLS duck, reimagined here by Saudi contemporary artist Heba Ismail as a striking cultural statement that bridges the brand's flamboyant spirit with the Kingdom's innovative creative scene.

Destination dining takes on a new dimension at SLS The Red Sea, where much-loved flagship restaurants as well as thrilling new concepts are primed to dazzle both old friends and new at the very centre of the resort. London's cult seafood restaurant **Seabird** flies into the Kingdom in inimitable style, bringing along the convivial vibe of Portuguese and Spanish coastal dining with vibrant plates and colourful beachside drinks. Visitors to the island will be the very first to experience **Floating World**, which fuses Japanese traditions with culinary theatricality, inspired by Edo-era indulgence. Fan favourite **Fi'lia** will make its Saudi debut, welcoming guests with its signature blend of warm Italian hospitality and playful innovation, and a menu bursting with heart, heritage, and creativity. **Deluxe** serves artisanal coffee and inventive pastries, while **The Perch** transforms golden hour into a lively poolside scene with refreshing mocktails and small plates.

When it's time to reset, Ciel Spa delivers six bespoke treatment rooms, an invigorating indoor water circuit, and a showstopping outdoor hydro pool, alongside dedicated beauty stations for women and sleek grooming for men. The fitness centre keeps the energy high with state-of-the-art equipment, while younger guests dive into discovery at the lively Kids and Teens Club. At the heart of it all is the pool, the beating pulse of Shura Island, where SLS's legendary pool parties ignite with world-class DJs and dazzling lights that turn every weekend into the hottest ticket in town. The outdoor cinema under the stars brings evenings to life, with movie nights where favourite films meet the magic of the open sky. Even meetings are infused with SLS flair, with a chic pre-function area and two flexible private rooms that transform seamlessly from executive retreats and creative workshops to stylish soirées.

Just 20 minutes from Red Sea International Airport by boat or seaplane and 25 minutes by car, SLS The Red Sea places guests at the centre of it all. The resort is a five-minute journey from Shura Links, Saudi Arabia's first island golf course, steps away from Shura Island's yacht marina and high-end shopping and directly connected to The Red Sea's coral reefs and marine reserves. With its bold spirit, world-class dining, and unapologetically playful energy, SLS is set to become Shura Island's most exhilarating stage; not just a place to stay, but the place to be seen.

For guests looking for the ultimate VIP deal, Dis-loyalty, Ennismore's game-changing travel and food membership, offers a 50% discount on all stays at SLS The Red Sea until 1<sup>st</sup> February 2026.

## About SLS Hotels & Residences

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SLS is crafted with the luxury and elegance of a grand hotel, and delivered with an extravagance and mischief that sets the stage for extraordinary experiences. Culinary artistry, theatrical interiors, and VIP treatment are at the heart of each SLS property, creating indulgent wonderlands that surprise and delight through collaborations with leading architects, aesthetes, artists, and chefs. At all times a place to see and be seen, SLS is located in some of the world's most glamorous destinations across Beverly Hills, Miami, Bahamas, Cancun, Playa Mujeres, Barcelona, Dubai and Buenos Aires, with upcoming openings in Madrid, Saudi Arabia and Punta del Este, Uruguay.

[SLSHotels.com](https://SLSHotels.com)

SLS is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Formed in 2021, Ennismore is a joint venture with Accor, which holds a majority shareholding. [Ennismore.com](https://Ennismore.com)

## About The Red Sea

The Red Sea is a pioneering destination on Saudi Arabia's west coast, inviting guests to experience a place of extraordinary natural beauty across more than 28,000 km<sup>2</sup> and an archipelago of 90+ pristine islands framed by desert and mountains. Open since 2023, The Red Sea welcomes guests to a growing collection of world-class resorts operated by world-renowned hotel brands and Red Sea Global. Shura Island, the heart of the destination, will begin welcoming guests in 2025, debuting 11 exceptional resorts alongside Shura Links golf course, a marina, retail, and dining experiences. The island is set to be fully live in 2026. Signature experiences also include high-adrenaline water and land sports to cultural and nature-based adventures, delivered by destination activity brands WAMA (over-water), Galaxea (underwater), and Akun (inland).

Red Sea International Airport (RSI) offers a seamless arrival experience, with its design inspired by the desert, oasis, and sea. Within three hours' flying time for 250 million people and eight hours for 85% of the world, RSI currently connects via regular flights from Riyadh, Jeddah, and Dubai, with additional regional and international routes launching soon.

Developed by Red Sea Global (RSG), a multi-project developer advancing responsible, regenerative tourism while actively strengthening its environment, culture, and community, The Red Sea will comprise of 50 resorts, 8,000+ hotel keys, and 1,000+ residential properties, complemented by luxury marinas, golf courses, and leisure facilities by 2030. We limited our development to accommodate no more than 1 million visitors a year at The Red Sea and 500,000 at AMAALA to protect the delicate ecosystems, and the destination is powered by 100% renewable energy, targeting a 30% net conservation benefit by 2040.

<https://www.visitredsea.com/en>