W BALI
SEMINYAK

PRESS RELEASE – FOR IMMEDIATE RELEASE

Introducing Alunê: W Bali – Seminyak's New Beachfront Destination



High-resolution images & press materials are available here.

Seminyak, Bali, September 2026 – W Bali – Seminyak unveils **Alunê**, a multi-sensorial beach club taking over the legendary footprint of Woobar. It's the next chapter for beach clubbing on Seminyak's shore, pairing sunset-driven design, live social energy, and elevated dining under W Bali's signature *Luxury Liberated* philosophy, built as much to be felt as to be seen.

The name **Alunê** draws inspiration from the Indonesian word *"alunan"*—the continuous, flowing rhythm of ocean waves and the gentle cadence of sound and melody—intertwined with *"lune,"* the French word for moon. Defined by motion, the venue moves with the effortless rhythm of Seminyak: guided by nature, lunar cycles, and the energy of human connection.

Inspired by Rhythm, Guided by Nature

Alunê's design takes its cue from the beach itself. Seminyak faces south-west, so every evening ends the same way: the sun drops straight into the ocean in front of the club. Design studio WELD built the space around that fact, translating the rhythm of the tide and the colour of the sunset into the room itself rather than treating them as scenery outside a window.

A Bar Built Around the Sunset

Nowhere is that more literal than at the indoor bar. Its backdrop is hand-cut mosaic tile alongside panels of orange-tinted glass, lit from behind, so that as the sun goes down outside, the wall behind the bar glows through the same amber and gold — sunset on demand, whether or not a guest happens to be facing the ocean when it happens. The counter is hand-carved, hand-painted timber, its surface swirling between deep ocean blue and burnt orange in a nod to the tide Alunê is named for. That palette continues through the room in Rosso Alicante marble, green quartzite, and grey teakwood, with custom barstools carved in the same fluid, wave-like language as the counter itself.



Elevated Gastronomy & Sunset Rituals

Alunê's food programme moves past typical beach club fare, pairing coastal flavours with more technical, chef-driven cooking than the genre usually offers.

Menu highlights include the Lobster Roll with spring onion and ikura, a coastal classic remade with premium lobster in a brioche roll, and the Catch of the Day Sashimi, built around whichever local fish is freshest that morning and served simply with ponzu, chili oil, and lime, so the fish itself does the talking.

For something lighter, Alunê's Signature Frozen Bowls borrow their colour from the venue itself, naturally tinted with superfoods and local fruit rather than artificial dye, and each built around a specific benefit: Blue Tide for hydration (blue spirulina, coconut milk, coconut yogurt, lime), Golden Hour for strength (whey protein, mango,

pineapple, ginger, turmeric), Green Garden for focus (matcha, spinach, avocado, mint), Purple Power to energise (açaí, dragon fruit, banana, honey), and Ruby Bloom for glow (collagen, strawberry, beetroot, raspberry).

As day turns to dusk, the venue shifts into its signature Sunset Ritual: a golden-hour stretch built around twilight cocktails and live sound, timed to the same south-west sunset the design is built around.

The beverage programme is anchored by the Ivory Tide, a creamy, nutty signature cocktail built on vodka, almond milk cordial, orgeat, elderflower, and cream, alongside two reserve pours: the Solaris Spritz (pomelo and thyme-infused gin, elderflower, rosso vermouth, cranberry, lime, rose water) and the Soft Current (vodka, lychee, lime, mint, hibiscus, and beetroot foam). For guests drinking lighter, a line of six wellness mocktails — Calm, Balance, Vitality, Ease, Immunity, and Glow — trades spirits for things like pandan, chamomile, galangal, and holy basil, each built around a specific mood rather than standing in as a substitute.

Curated Oceanfront Sanctuaries & Seating Tiers

Every space at Alunê has its own character. Guests can post up in the open social areas closest to the water, or retreat to the club's most exclusive cabana sanctuaries — the choice comes down to mood, and who they're with.

One of Alunê's standout features is its private pool cabanas, each with its own jacuzzi and an unobstructed view of the Indian Ocean. Seminyak Beach has no shortage of loungers; it has nothing quite like this.



A Fresh Synergy: Sport, Wellness, and Social Living

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Launching alongside Alunê is **Club Lacoste**, W Bali – Seminyak's first wellness-focused concept, bringing premium padel and a new social dimension to the resort.

Together, they give guests two reasons to spend the full day on site: padel by afternoon, a sunset cocktail by dusk, both on the same stretch of Seminyak beachfront.

"Alunê represents an exciting new chapter for W Bali – Seminyak," said Laurens Kritzinger, General Manager, W Bali – Seminyak. *"We've created more than a beach club—we've created a destination inspired by Bali's natural rhythm, where exceptional dining, immersive entertainment, thoughtful design, and meaningful connections come together. Launching alongside Club Lacoste, Alunê reflects the way today's travellers seek experiences that blend wellness, socialising, and culinary discovery in one unforgettable setting."*



For more information and reservations, please visit our **website** or email us at taste.wbali@whotels.com.

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About W Bali – Seminyak

W Bali – Seminyak, which opened on 1 March 2011, marked the debut of W Hotels in Indonesia. Located in the heart of Seminyak, Bali's vibrant and eclectic enclave, the resort brings W's signature bold design, playful spirit, and Whatever/Whenever® service to the island. Inspired by Bali's rich natural beauty, culture, and heritage, W Bali – Seminyak features 152 guest rooms, four Escape Suites, two Penthouse Suites, and 75 private pool villas ranging from one-bedroom to two- and three-bedroom villas. The resort is home to distinctive dining and social venues including

Starfish Bloo and Fire, alongside the multi-sensorial oceanfront beach club Alunê, W Lounge, and WET® Deck, as well as AWAY® Spa, FIT® fitness centre, W The Store, and WIRED & WORDS business center. For reservations and more information, please visit www.wbaliseminyak.com and follow @wbaliseminyak on Instagram.

About W Hotels

Born from the social electricity of New York City, W Hotels has been at the forefront of lifestyle hospitality for over two decades. With more than 70 destinations around the world, the detail-driven design, signature Whatever/Whenever service, and buzzing Living Rooms cultivate experiences of social connectivity. Each location brings together the magnetic energy of W Hotels and the essence of local culture, creating spaces for new perspectives and a freedom of self-expression. For more information on W Hotels, visit w-hotels.com and stay connected on Instagram, TikTok, X, Facebook, and YouTube. W Hotels is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on Marriott Bonvoy Moments and unparalleled benefits including complimentary nights and Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.

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