



PLANT



Boutique Luxury Villas

By Brioni Collection

Brioni
LUXURY HOTEL COLLECTION



01
DESTINATION

02
VILLAS

03
SERVICES

04
EVENTS &
WEDDINGS



Brioni
LUXURY HOTEL COLLECTION

THE DESTINATION

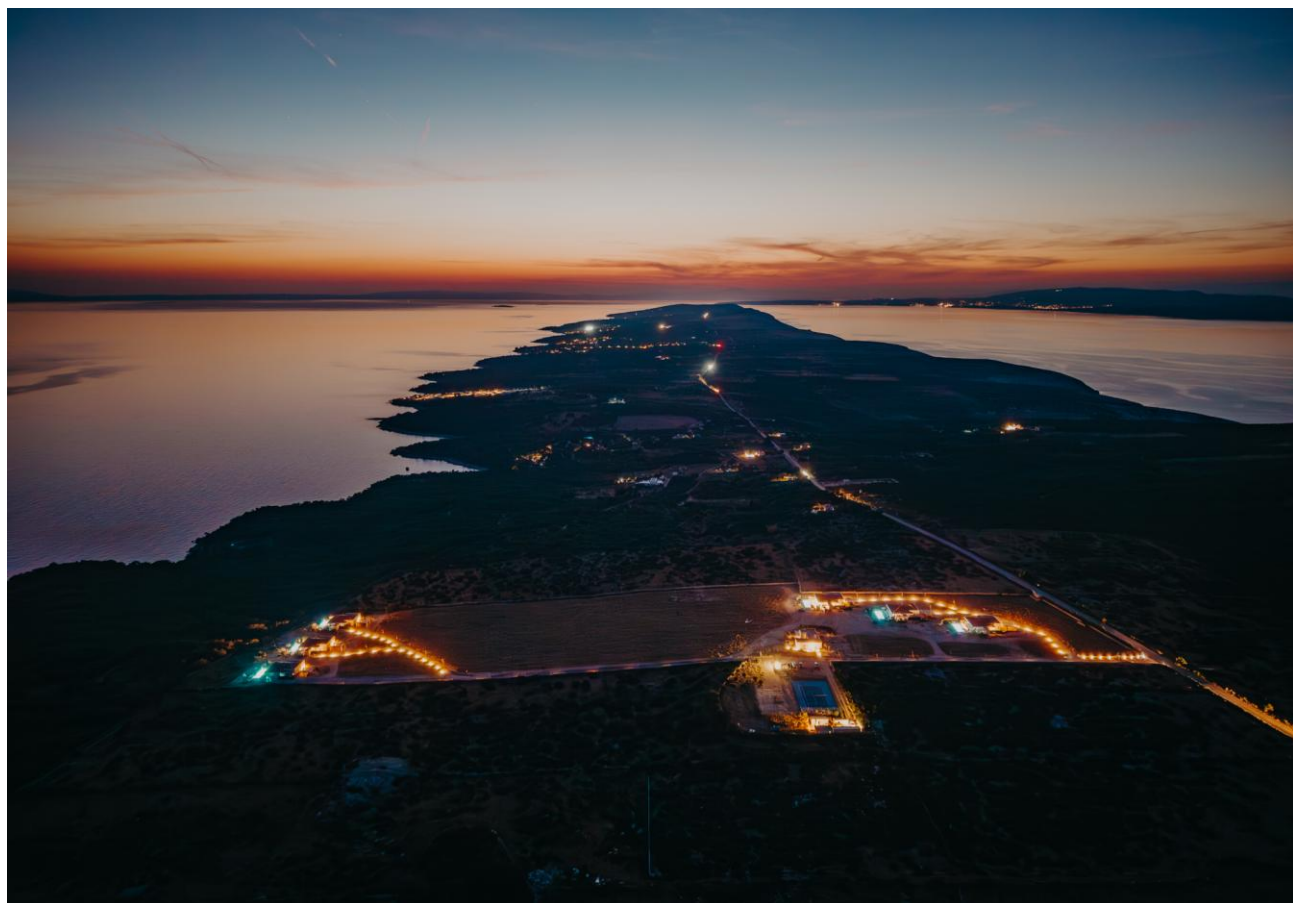
Pag is an island unlike any other in Croatia – raw, sun-drenched, and full of contrast. Its landscape is shaped by wind and salt: dry-stone walls stretch endlessly across rocky hills, wild herbs like immortelle and sage thrive in the karst soil, and ancient olive trees stand firm against the breeze.

This dramatic terrain is not just beautiful – it tells a story. The famous Paški cheese, rich in flavour, owes its character to the salty grasses and aromatic plants the island's sheep graze on. In the north, the moonlike scenery of the “Life on Mars” hiking trail draws adventurers into otherworldly silence, while the quiet olive gardens of Lun whisper centuries of history.

At the same time, Pag pulses with life. In summer, Zrće Beach becomes a global hotspot for music and nightlife, drawing world-renowned DJs and festivalgoers to its open-air clubs. Just a short distance away, the town of Novalja offers a more relaxed rhythm, with local markets, charming cafés, and a vibrant seaside promenade.

The island is a destination of many moods – wild and peaceful, ancient and energetic. Whether you come for nature, culture, or simply the light, it stays with you.





02

THE VILLAS



THE VILLAS

Plant Villas, a collection of six exclusive properties, offer the perfect opportunity to immerse yourself in stunning landscapes and unforgettable experiences. Accommodating up to seven guests each, they feature modern amenities, comfortable furnishings, and unbeatable views, creating the ideal sanctuary for relaxation and rejuvenation.

General information

- 4 bedrooms
- 3 bathrooms
- Infinity pool and Spa amenities
- 75" Smart TV with Satellite (+HBO, Netflix and PlayStation 5)
- High Speed Free Wifi
- Fully-equipped kitchen
- Outside kitchenette with BBQ
- Free parking

Plant Master Bedroom

- King-size bed (220x200)
- En-suite bathroom
- Air conditioning and Heating
- Non-smoking rooms
- Terrace with Sea or Garden view
- 75" SMART TV with satellite

Plant outside

- Outdoor swimming pool and hot tub
- Sunbeds
- Terrace and Garden
- BBQ + kitchenette with fridge
- Dining and Lounge area with fireplace

Plant Entertainment & Spa

- Fine local delicacies (cheese, prosciutto)
- Game room with PlayStation 5
- Maxi Bar with exclusive fine spirits
- Vine cellar
- Table Football and Pool table
- Lounge area
- Wellness Area with private Sauna

Plant Kitchen:

- Fully equipped kitchen
- Dining table
- Refrigerator
- Stovetop
- Blender
- Coffee machine

02
THE VILLAS



QVINCHA

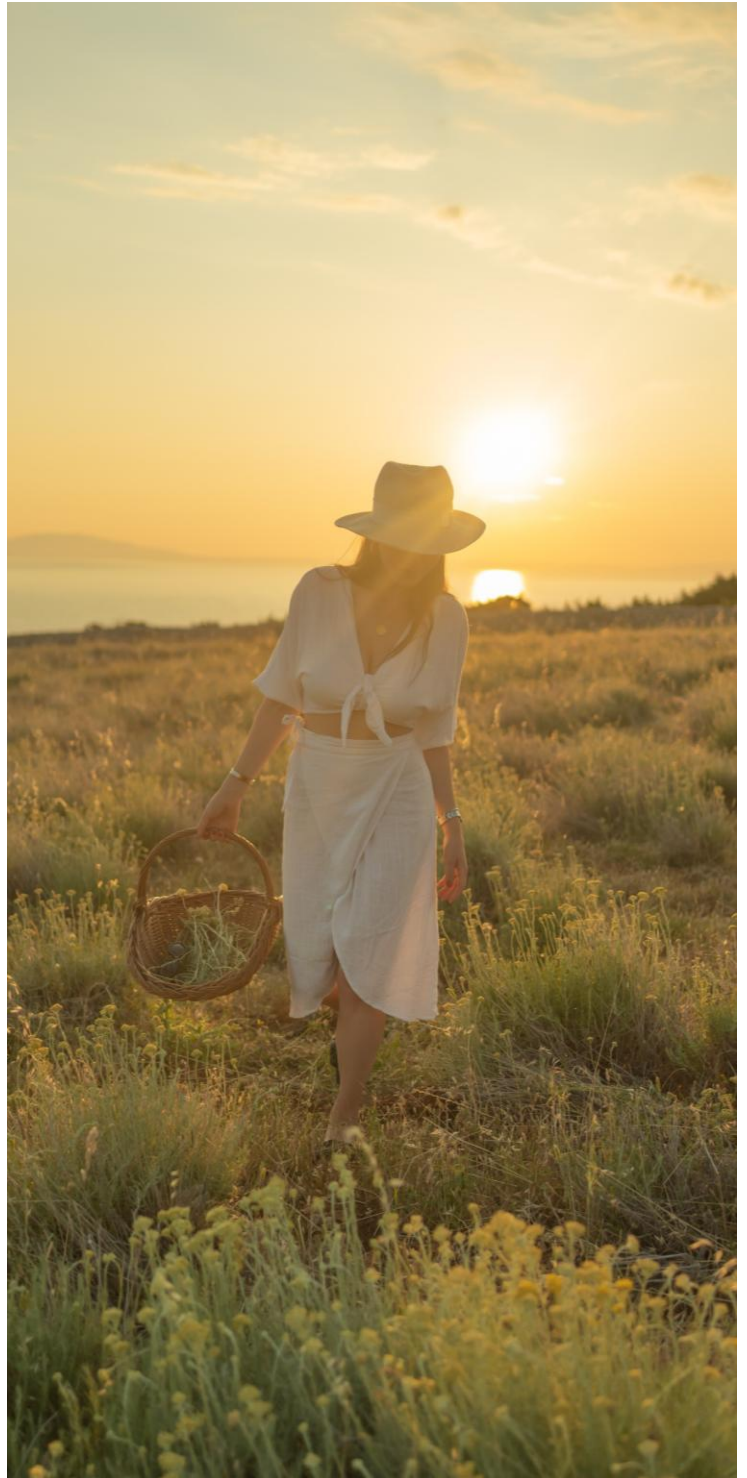
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QVINCHA is our signature state of alignment, born from the island's natural elements: salt air, sun-warmed skin, golden Immortelle, stillness. It is a luxury few recognize at first – not because it's hidden, but because it cannot be bought, scheduled, or forced.

At Plant Villas, time slows down and the senses awaken. Tucked away on the quiet Lun peninsula of Pag Island, these six contemporary villas offer far more than just a luxurious stay – they are an invitation to reconnect. Surrounded by golden fields of immortelle and overlooking the shimmering Adriatic, each villa becomes a private sanctuary where nature sets the tone.

Here, wellness is not added on – it's built into the experience. The air is filled with the calming scent of herbs, the sound of distant waves brings a natural rhythm, and the landscape itself inspires stillness. From the infinity pool to the sauna, every detail is designed to soothe, restore, and elevate.

This is more than a place to stay. Plant Villas is an aromatic retreat where luxury feels effortless, and where the elements – sun, salt, and silence – work together to ground you. It's a place to breathe deeply, to slow down, and to return home with a clearer mind and a lighter spirit.





SERVICES & ACTIVITIES

At Plant Villas, your comfort and enjoyment are our highest priority. We offer a refined selection of bespoke services that can be arranged in advance or during your stay – each tailored to suit your personal preferences.

Whether you'd like a private chef to prepare seasonal menus in the comfort of your villa, a professional massage or yoga session, or daily housekeeping to ensure effortless relaxation – our team is here to make it happen.

Explore the Adriatic with a private yacht or boat charter, enjoy stress-free travel with airport transfers and a personal driver, or let us organize local tours, culinary experiences, and restaurant reservations. We're also happy to stock your fridge ahead of arrival or provide daily grocery delivery.

All services are available as exclusive add-ons to enhance your stay – tailored to your needs, scheduled at your convenience, and delivered with discretion and care.





TAILOR-MADE EVENTS

With its breathtaking views, tranquil atmosphere, and refined architecture, Plant Villas is the perfect canvas for unforgettable events. Whether you're planning an intimate engagement, a stylish wedding, a milestone birthday, a corporate gathering, or a wellness retreat – our location offers the privacy, elegance, and flexibility to make it truly special.

The estate features six exclusive villas, each accommodating up to seven guests, making it ideal for hosting both small and larger events. Surrounded by the natural beauty of Pag Island and the scent of immortelle, every celebration becomes a unique and immersive experience.

Our team is here to support you every step of the way. From concept to coordination, we help you plan every detail – tailored to your vision. Whether you need a private chef, a floral designer, a yoga instructor, or full event management, we work with trusted local partners to make it happen. An event coordination fee applies, depending on the scope and services requested.



Our spacious terraces and poolside areas can be transformed into magical wedding venues, from elegant candlelit dinners under the stars to vibrant celebrations by the sea. The combination of modern architecture and Mediterranean charm creates an unforgettable atmosphere, where every detail highlights the romance of your special day.

Couples can exchange vows with sweeping views over the Adriatic, followed by a stylish reception framed by glowing sunsets and gentle sea breezes. Whether you envision a festive dinner with live music, a chic cocktail party by the pool, or a relaxed after-wedding brunch the next morning, the setting adapts seamlessly to your vision.



From intimate ceremonies to large-scale gatherings, Plant Villas offers full flexibility and exclusivity. Our team accompanies you every step of the way, ensuring that every element – from floral arrangements and décor to entertainment and culinary highlights – reflects your personal style.

With our trusted local partners and dedicated support, every wedding at Plant Villas becomes a tailor-made experience to remember forever.

WEDDINGS



PLANT VILLAS – by Brioni Collection

Rates are per night and in EUROS, incl. VAT, excl. tourism tax. Rates are subject to change without notice. minimum stay of three days.

SEASON	SUPERIOR GARDEN VIEW Villa 1 & 2	DELUXE GARDEN VIEW Villa 3	PRIVATE SEA VIEW Villa 4, 5, 6
PRE SEASON From 1 April to 01 May	900 EUR	1 050 EUR	1 200 EUR
SPRING From 01 May to 15 June	1 100 EUR	1 250 EUR	1 400 EUR
SUMMER From 15 June to 15 September	1 550 EUR	1 700 EUR	1 950 EUR
AUTUMN From 15 September to 31 October	1 100 EUR	1 250 EUR	1 400 EUR

VILLA DESCRIPTION

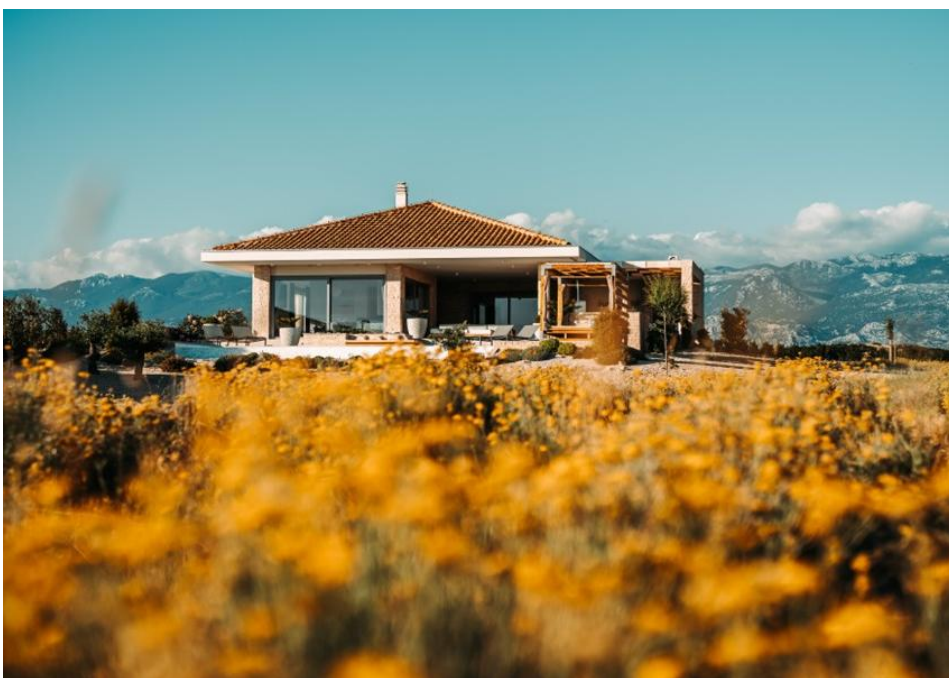
Each Plant Villa on 6.5 ha features four en-suite bedrooms with king-size beds, a private sea-view terrace, 75" Smart TV (Netflix, HBO, PS5), high-speed Wi-Fi, indoor/outdoor kitchens with BBQ, private pool, sauna, hot tub, and baby gear.



SERVICES

Plant Villas by Brioni Collection offer exceptional, tailor-made services to suit your personal preferences – from private chefs and bespoke wellness experiences to exclusive yacht charters. Exclusive add-ons are available to enhance your stay.





CONTACT

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A Brand of
Grand Metropolitan
Hotels

Brioni
LUXURY HOTEL COLLECTION





BRIONI IS NOT JUST A PLACE TO STAY.
IT IS A PLACE TO BELONG.

TAILOR-MADE STAYS FOR THE FEW

Brioni is a carefully curated collection of exceptional residences in some of the world's most desirable destinations.

Private retreats, boutique hotels, and exclusive estates – each chosen for its beauty, character, and uncompromising standards.

WHAT TO EXPECT

Absolute privacy. Seamless service. Timeless design.
Every Brioni stay is crafted around you – with curated experiences, refined comfort, and attention to every detail. For those who seek the extraordinary, Brioni is not just a place to stay.

DISCOVER THE COLLECTION

Explore more at brioni-hotels.com
or scan the QR code to begin your journey.

