

INSTYLE

Issue 3 | 2026

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BAREFOOT LUXURY

*Tucked away on the quiet shores of Indonesia's smallest Gili Island, Bask Gili Meno questions the often over-elaborate definition of luxury. Free from excess, extravagance or the unnecessary, instead, Bask offers something increasingly difficult to find - a genuine opportunity to disconnect from the noise and reconnect with the luxury of yourself, writes **Cameron Pine**.*

Unlike destinations built around packed itineraries and endless checklists where wellness becomes more of a chore than a way of life, Bask invites you to truly slow down away from the Bali bustle. There are no cars, no motorcycles and no relentless city soundtrack disturbing your reset. Instead, mornings begin with the gentle rhythm of the ocean, afternoons drift between pristine white sand and crystal-clear water, and evenings are defined by spectacular sunsets that remind you how rarely we stop long enough to appreciate them.

Gili islands are the haven for those looking for a place that is more than an expensive holiday, the kind of escape is more than a notch on the travel belt and one that a little extra effort to reach results in that extra reward. It becomes a business investment and an investment in you – creativity or performance cannot continually be extracted without being replenished. The best ideas rarely arrive between appointments or while answering emails late at night – they emerge in moments of stillness, when the mind finally has permission to wander, and Bask Gili Meno awards it with full privileges.

If you now agree that luxury should be measured by time rather than possessions or cost, you will understand the understated luxury of Bask – comfort that blends with the natural environment, design that is modern yet functional and space that keeps you sprawling from pool, to villa, to awarded restaurants and back again. Bask is time without notifications, time without meetings, time where the only decision is whether to swim, read, enjoy a long lunch or simply watch the tide roll in. Bask understands this new definition of luxury perfectly, delivering understated sophistication that feels intentionally effortless.

The pared back wooden and concrete neutral architecture mirrors island life, blending contemporary design with



natural textures that never compete with the island itself. Every detail and custom wooden joinery throughout has been considered to create calm rather than distraction, allowing guests to feel immersed in the environment they can relax in rather than feel intimidated by or separated from it. The result is a destination that feels both refined and deeply authentic to the idyllic Gili islands.

An architecturally designed by Australian architect James brown where he combined art with leading design of indoor, outdoor living, his style is a sustainably-minded sanctuary residing on the sand, merging into the tranquil surrounds of its unspoilt home. Surrounded by natural wonders sits its cluster of villas, beach club, restaurants, a cocktail lounge, infinity pool, wellness retreat and gym – and an army of amenities which promise guests there's no reason to leave if you don't want to. There's even a new South American inspired restaurant Pomona that serves open fire cooking with meats and Latin inspired plates, – take a bar or beach setting while barefoot on the

beach and choose a healthy fresh potent juice or a cocktail – as with the rest of Bask, there's no pressure for excess.

There are one, two, and three bedroom villas, suites, lofts, and studios, both with and without private plunge pools. Each swathed in simple amenities, lounge areas and different areas to retreat – merging modern luxury with traditional heritage in its furnishings, there's a reason why BASK has won multiple design awards over the years.

Equal attention has been paid to the resort's cuisine, with BASK's offerings named in the top 10 per cent of restaurants globally by TripAdvisor – you can order from any of the menus and restaurants straight to your villa – bringing a new and more curated dining experience to the outdated room service. Innovative fusion takes centre stage, where Western and Asian flavours blend and fresh seasonal ingredients are celebrated in menus crafted by Executive Group Chef Bastian Mell. Premium dishes are paired with an award-winning wine cellar hosting 150 global wines, selected by a knowledgeable

sommelier, making it the only space in the Lombok Gili region with a Wine Spectator Award.

Chef Bastien Marcel's culinary philosophy is as compelling as the destination itself, delivering refined Mediterranean-inspired cuisine with French precision, locally sourced Indonesian ingredients and an understated elegance that transforms every meal at Bask into an experience worthy of the journey. He first learned the language of the kitchen beside his grandmother at home, in his uncle's bakery, and through catering work connected to his grandfather, who also worked as a chef, so just like the laid-back heritage of Bask, his precision comes naturally.

Beyond the kitchen Marcel's connection to Gili Meno is central to his way of life and creative perspective that works with the nature of island life. Arriving by boat and sea, the Island's luminous turquoise waters he says brings an immediate feeling of escape the sensation of having arrived somewhere remote, intimate, and quietly extraordinary and so the fusion of cuisine needs to reflect that. Yet it's far from foraging for your own fish off the reef that the location reminds you of, and also what makes it even more compelling is its rare duality: a place of serenity and natural beauty that remains within easy reach of Lombok and Bali, close enough to return to the pulse of city life when desired. For Marcel, that balance is priceless. So too is the freedom, in the midst of an exacting culinary career, to step into the ocean for a dive or a spearfishing session whenever time allows – prepare for mediterranean warmth blended with Japanese precision and the sensibility of luxury hospitality.

Taking the best from luxury but spinning it into an island exterior, really is something unique to Bask.

“For me it feels like living in the late 70s,” Says BASK owner Greg Meyer of the magic of Gili Meno. “It's safe, incredibly friendly, and has the real charm of a tropical Island without any traffic and noise, pollution and chaos.”

“If what you loved about Bali 20 years ago still remains in your heart, you should give it a go. I

don't think you'll be disappointed. BASK is the crystallisation of the two great passions in my life. I've always prided myself on being both a businessperson with an eye for financial detail and a creative, able to see and shape the big picture,” he said.

From an industry constantly encouraging clients to invest in self-care, perhaps it's time professionals and creatives of all kinds took the same advice. Burnout has become an accepted part of life, but it shouldn't be. The ability to detach is no longer an indulgence – it's essential for longevity, leadership and maintaining the creative spark that fuels every successful career and every now and then we find a place that reminds us what's important.

Returning from somewhere like Bask Gili Meno isn't simply about coming home rested. – it's about returning with renewed perspective. Your conversations become more meaningful, your creative confidence feels sharper, business decisions become clearer and you remember why you fell in love with what you do in the first place.

Perhaps that's the greatest luxury Bask offers – a stern re-wiring that stepping away isn't stepping backwards – sometimes the most productive thing a creative professional can do is stop producing altogether and restart. A real holiday should be seamless – they will pick you up on a private boat from Gili T, or Lombok and ensure that from the minute you step foot on their resort, time will become a luxury to enjoy and not a chore.

Whether it's a wake up from your sprawling villa to crystal-clear waters, it speaks to the real flex of 2026 that is more about replacing packed itineraries and endless distractions with a destination for those who understand today's greatest luxury isn't simply what money can buy – it's the rare opportunity to reconnect with yourself in one of Southeast Asia's last untouched island sanctuaries.

I unquestionably reminded myself that the greatest destinations aren't the ones that have kept me busy – they're the ones that give me permission to simply be. **IN**

For more information visit www.baskgilimeno.com