

THE MALDIVES: NEW ALL BLONDE HOLIDAY RESORT



Giedre Pukiene, the MD of the Lithuanian company Olialia has revealed a bold plan to establish a very special resort in the Maldives Islands. According to the proposed plan, one has to fulfill one major job requirement to be employed here: be blonde.

Olialia is a Lithuanian company which engages in many activities ranging from selling food products to organizing parties or running a limo service. Now, **Giedre Pukiene, the Managing Director, reveals an ambition to open a new holiday resort in the Maldives Islands**, offering a variety of luxurious hotels, entertainment venues or spa centers. The idea may not seem out of the ordinary, however, Mrs. Pukiene plans to have an all-blond staff from air-hostesses on the direct flights to hotel staff and waitresses. Simply said, this paradise is to become an island of blondes.

Immediately after sharing her plans with the public, a wave of criticism hit her plans rather hard; some perceive her project as a very appalling discrimination. When under media attack, the MD pointed out **she is in fact trying to fight against stereotypes and wishes to prove that there are blondes who are smart and sophisticated.** "Our girls are very smart and they have degrees", explained Mrs. Pukiene. "All of them want to do something with their lives. They have lots of business ideas."

If all goes according to plan, **the resort is meant to open in 2015** and will not be 'just' for holiday making. One of the unique selling points is also an education centre which will advise guests on how to improve their apparel and look amazing. While Gierde Pukiene is trying to defend her message, locals are shaken by her plans. However, one of local regulations may put a stop to all arguments.

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