

Lithuanian 'Fantasy Resort'

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VILNIUS, Lithuania — Empowering blonds or stereotyping them?

The jury is out on a Lithuanian company that plans to build a “fantasy resort” staffed only by blonds in the Maldives.

Olialia has used its troupe of fair-haired models to market just about anything from potato chips to pop music.

It’s unclear how the concept will be received in the Maldives, which requires foreign developers to hire at least 50 percent local staff.

Brand manager Lauryna Anuseviciute said Thursday that “staff who are not blond will wear a blond wig to make everyone look similar.”

The resort plans are still in their infancy but Anuseviciute insists Olialia has already secured financing.

Maldives tourism officials say they haven’t received any details about the resort and haven’t

issued any permits. ☒

(AP)

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