

PHĀEA: Redefining Greek Hospitality with a Truer, Timeless Vision

Crete, Greece—Introducing PHĀEA, a visionary new name in Greek hospitality founded by sisters **Agapi and Costantza Sbokou**. Rooted in the concept of *philoxenia*—the ancient Greek tradition of warm, generous hospitality—PHĀEA embodies a new approach to luxury: one that is immersive, sustainable, and deeply connected to place. The brand unites Crete's most celebrated properties under a singular identity, offering travelers a more meaningful way to experience Greece.

PHĀEA derives its name from the Greek word meaning “the light of the eye”—a sign of joy and happiness. This philosophy is woven into every detail of the brand, from its commitment to authentic hospitality to its vision of pushing the boundaries of luxury toward a kinder, more thoughtful version of travel.

A Legacy of Hospitality and Philoxenia

Born into one of Crete's pioneering hotel families, Agapi and Costantza Sbokou grew up immersed in the art of hosting. Their father, a visionary in Greek tourism, instilled in them a profound sense of responsibility to honor the traditions of their homeland. In Crete, hospitality is not just a service—it is an extension of one's home, a cultural inheritance.

With PHĀEA, the sisters carry their island's legacy into a new era, creating spaces that celebrate the slow rhythms of Greek life, blending authenticity with contemporary elegance. Their approach is effortless yet elevated, inspiring yet conscious—rooted in the past but designed for today's traveler. By curating immersive experiences, preserving local heritage, and honoring Crete's rich natural beauty, PHĀEA offers guests a deeper, more lasting connection to the soul of Greece.

The Evolution of PHĀEA: New Names, Same Soul

This philosophy underpins the transformation of PHĀEA, which now unites the sisters' properties under a single identity. The rebrand introduces a new name for each destination, **aligning their individual character with PHĀEA's overarching vision**:

- **PHĀEA Blue** – Wild beauty meets understated island luxury. A retreat that reveals a truer, more timeless Greece, where authenticity and care define the experience.
- **PHĀEA Blue Villa** – A meticulously designed private villa that feels curated by a thoughtful, elegant host. Every bespoke furnishing is designed to evoke a profound reluctance to leave.
- **PHĀEA Cretan Malia** – A mindful retreat enveloped by an idyllic locale, where local traditions, thoughtful design, and a welcoming spirit create a hideaway for couples and families alike.
- **PHĀEA Traditional House** – A perfect blend of tradition and minimalist luxury. A unique design that pays homage to a bygone era while incorporating modern-day elements.

Ethos: Hospitality Rooted in Heritage and Innovation

At PHĀEA, *ethos* is more than a guiding principle; it is a tribute to the Greek word for “character.” This value shapes every decision Agapi and Costantza make, blending reverence for tradition with bold innovation.

“We’re proud of our Greek heritage and our Cretan identity, but we also challenge the status quo, adapting and innovating to create a nature-positive, human-centric approach to hospitality,” said Agapi Sbokou.

For Costantza, an acclaimed architect, design serves as both a narrative and a philosophy.

“Design is about harmony and storytelling. We draw inspiration from the Golden Ratio— Φ —a symbol of balance and proportion found throughout nature and ancient Greek architecture. Our spaces tell the story of their surroundings, creating an authentic connection between the land, its history, and the people who visit,” she said.

Sustainability as a Core Value

PHĀEA’s commitment to sustainability is rooted in a profound respect for nature, slow living, and community engagement. The brand actively minimizes its environmental footprint through a dedicated Sustainability Committee, comprehensive water, waste, and energy management strategies, and participation in global initiatives such as UN Global Compact and the Global Tourism Plastics Initiative.

The brand also maintains a dedicated Sustainability Committee, which creates and implements strategies that address environmental, social, and governance (ESG) goals to reduce environmental impact, as well as initiatives that empower and support local communities, and strong governance practices to ensure ethical and transparent operations.

At the heart of its mission is the PHĀEA Farmers Program, which educates and supports local agronomists while promoting organic, regenerative farming practices. Produce is then bought back by the hotel providing a 360-degree sustainable initiative with its community.

“For us, being sustainable is about a true love for our community, while seeking solutions to local and global challenges and sharing inspiring stories along the way.” – Agapi & Costantza Sbokou

Art & Craftsmanship: A Commitment to Creativity

PHĀEA champions Greece’s next generation of designers, artists, and artisans, integrating handcrafted pieces and locally inspired creations throughout its properties. Phāea Blue has partnered with the Benaki Museum - one of Greece’s most significant cultural institutions – providing guests with an immersive experience that highlights thousands of years of Greek history and artistry through curated collections on display.

Additionally, the brand collaborates with Greek designers whose work reflects a contemporary yet deeply rooted interpretation of Greek heritage, ensuring that PHĀEA's spaces are not only aesthetically refined but also tell a rich, layered story of Crete's artistic legacy.

From handwoven textiles to sculptural ceramics, every object at PHĀEA tells a story of place, tradition, and artistry—a commitment that extends beyond aesthetics to a conscious philosophy of preservation and innovation.

Guides: A New Expression of Greek Storytelling

At the heart of PHĀEA's immersive approach is a dedication to curating and sharing authentic local knowledge. Through PHĀEA Guides, guests are invited to discover the landscapes, flavors, and rhythms of Crete from a fresh and intimate perspective. Whether uncovering the secrets of East Crete's remote villages, exploring ancient olive groves, or learning the art of traditional Cretan cooking, these experiences offer travelers a deeper, more thoughtful engagement with Greece.

"Against this backdrop of timeless beauty, the dream of slow-paced living comes to life. At the heart of PHĀEA is a dedication to quality—that which is elegant, timeless, and intrinsically tied to place," said Agapi.

By blending Greek tradition, spirit, and locality with contemporary vision, PHĀEA invites guests to experience Greece as a living narrative—where past and present, nature and design, come together in harmony.

A Vision for the Future

As PHĀEA embarks on its next chapter, the sisters remain steadfast in their mission to push the boundaries of luxury hospitality. Through PHĀEA Experiences, they aim to deepen guests' connections to Greece—not as passive visitors, but as engaged participants in a living culture.

"We want people to leave feeling inspired and enriched. Luxury today isn't about excess—it's about creating a kinder, more immersive version of travel," said Agapi.

Key Highlights of PHĀEA

- **Brand Evolution:** A new name uniting its signature properties: PHĀEA Blue, PHĀEA Blue Villa, PHĀEA Cretan Malia, and PHĀEA Traditional House.
- **Sustainability:** Comprehensive eco-initiatives, community programs, and a commitment to **nature-positive** hospitality.
- **Design & Ethos:** Inspired by the **Golden Ratio**, PHĀEA blends timeless Greek principles with modern sensibilities.

- **PHĀEA Experiences:** Thoughtful, immersive activities that connect guests to **Crete's** landscapes, culture, and people.
- **Leadership:** Agapi and Costantza Sbokou—a **new generation** of hoteliers blending heritage and innovation.

###