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27 Jun 2013 Spa Business: uniting the world of spas

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30 May 2013

Water brand Evian creates a new spa concept

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The evian®SPA debuted at the Palace Hotel Tokyo in 2012 as part of a US\$1.2bn refurbishment and is now poised for a strategic global rollout.

Evian, a global brand based on pure spring mineral water, health and vitality which promises to help people 'live young', is an ideal match for a branded spa concept.

The first evianSpa opened in Japan at the Luxury Palace Hotel (SBQ4, 2012 pages 30-34).

The spa concept tells the evian story and takes its inspiration from the 15-year journey that the spring water makes before emerging at the source in the heart of the Alps.

It is cascaded in the Spa experience thanks to an architecture and design inspired by the mountain, a treatment menu segmented in four experiences that

Company details

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The spa architecture takes its cue from the Alpine environment with walls that look like water-shaped curves in mountains. Sensory stimuli such as natural sounds and a signature Alpine scent will be part of the sensorial environment.

The evian®SPA menu has 16 signature therapies themed around the water journey – four for each of the stages (celestial, mineral, precious and vitalizing).

Those core signature treatments will be offered at all evianSpas and there will be the possibility of adapting or adding more therapies according to local cultures and needs.

Water is obviously the USP, but while some masks, facial sprays and steamers for beauty services actually incorporate evian water you won't find an evian-filled pool or bath. Laurent Houel evian's Global brand director says: "The minute you put water in a pool you have to treat it, so it won't be evian anymore". It would be too much of an extravagance and waste.

Rather, evian's approach is to stay close to people and nature and creating an overly expensive treatment is not in keeping with the brand philosophy.

Evian®SPA provides a complete concept through a license model, the support to implement the must haves, and additional project and spa services if required.

The goal is to grow the concept in the right markets and countries with the right hotel partner. EvianSpa will target five-star, urban hotels which have enough space – at least 800sqm (8,611 sq ft) – to do the concept justice.

With evian distributing to over 150 countries, the priority will be on those where the brand has a super premium image. Typically these are countries such as China, Hong-Kong, Korea or Singapore where distribution is focused on hotels, restaurants and other high-end businesses. The Middle East with UAE or Qatar, Russia but also the USA show promise.

To find out more about the evian®SPA concept contact Patrick Saussay, in charge of evian®SPA international development on behalf of evian, telephone: +33 (0)6114 54121, email: p.saussay@evianspa.com

To read more about the evianSpa concept and Patrick Saussay see SBQ4, 2012 page 36.

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