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Spa case studies

Urban rest

A spotlight on four standout spas in Tokyo, New York, London and Paris

**Evian spa**

Location: Tokyo, Japan

Size: 1,200m² (12,916ft²)

On offer: Views of Tokyo's Imperial Gardens, hydrotherapy

Treatments: Facials, body scrubs, massage, acupuncture, anti-jet lag treatments

Brand used: Anne Semonin, Omnisens

Why it's different: This location is the beginning of an ambitious spa development project for French mineral water brand Evian. (The brand closed its existing spa operations this summer).

Located across from Tokyo's Imperial Garden on the fifth floor of the Palace Tokyo Hotel, which reopened in May 2012 after an extensive renovation, the 1,200m² (12,916ft²) spa features six treatment rooms, including one double, two steam rooms, a fitness area and a swimming pool. The interior of the spa is lit according to sun's path throughout the day and features a tailor-made aroma signature. Treatments are based on "four fundamental themes", said to highlight the course of Evian water from its origins in the mountain spring: Celestial, Mineral, Precious and Vital.

Evian aims to develop its spa business through licensing agreements in markets where the brand has a premium positioning, with a priority on Asia and the Middle East.

**Aire Ancient Baths NYC**

Location: New York, US

Size: 1,486m² (16,000ft²)

On offer: Fresh and salt water thermal pools, steam room, propeller jet baths, relaxation room

Treatments: Bathing, massage, Rituals (red wine, olive oil, cava champagne, Kerala)

Brands used: Gerards

Why it's different: Aire Ancient Baths can be summed up as ancient Rome meets Manhattan. The spa was modeled on ancient bathing traditions, and elements of Roman architecture are apparent throughout the spa in the form of fluted stone columns and earthenware touches. Some of the building's lower Manhattan heritage has also been preserved in the form of exposed bricks and wood-beam ceilings. Elements of the décor, such as the marble countertops in the spa's dressing room were imported from Spain as were the clay pitchers that are placed throughout the spa.

Treatments include the Red Wine Ritual, a 210-minute experience that includes a soak in a thermal tub, a four-hand body massage, facial and a "thermal session" that takes the spa-goer from an ice-water pool to progressively warmer baths leading to a propeller jet bath.

The spa is operated by Grupo Aire, a Spanish company specialized in luxury bathing establishments.