

European Spa

THE NO.1 MAGAZINE

FOR SPA AND WELLNESS



Issue 30 | October/November 2012

www.europeanspamagazine.com



CHAMPNEYS FOCUS
An exciting new era for the UK's much loved spa brand

BOTANICAL BRILLIANCE
Darphin's luxurious skincare and treatment experiences

SPA LIFE PREVIEW
Don't miss the UK's 'must attend' professional spa event

MEN IN ROBES
Products and expertise for male spa customers

SPA MAKEOVER



Evian creates a journey of purity, health and youth

European Spa talks to evian's Laurent Houel to discover the inspiration behind the evianSPA brand

With the launch of the first evianSPA in Japan at the Palace Hotel in Tokyo, and plans for the brand to be further extended into select hotels across the globe, evian's Global Business Development Director Laurent Houel has unveiled the vision which underpins the evianSPA design.

Houel's spa concept aims to create authentic brand experiences that cement a true, valued connection between guests and the wellness space they're in. Houel explains: "EvianSPA was created as a premium concept, building on evian's DNA, history and values of purity, health and youth."

The evianSPA design metaphorically reflects the journey of the mineral water through the Alps, as Houel expands: "The spa is intended to be a story

inspired by the journey of evian water in the Alps. This begins at the loose stone garden in the reception area, signifying the water's source on a mountaintop, and goes all the way to the ceilings of the treatment rooms, which have been designed to look as though they are reflecting ripples in water.

"Each treatment room is named after a peak in the Alps and the spa menu also contributes towards the guest experience, with treatments focused around themes such as mineral enrichment. With all these elements, we intend to fully immerse each guest in the evian universe, as if the Alps were reaching the guests wherever they are in the world."

www.danone.com
www.palacehoteltokyo.com

How the spa looks: Interpreting the journey of evian water in the Alps, from the birds patterning the spa's ceiling (above) to accents of evian's red branding in the pool area and the couple's suite (right)

FAST FACTS

evianSPA, Palace Hotel, Tokyo
Size of spa: 1200sqm
Design: MEC Design International Corporation
Facilities include: Five treatment rooms; one spa suite; indoor pool and 127sqm gym equipped by Technogym and Life Fitness