

European Spa

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FOR SPA DEVELOPMENT



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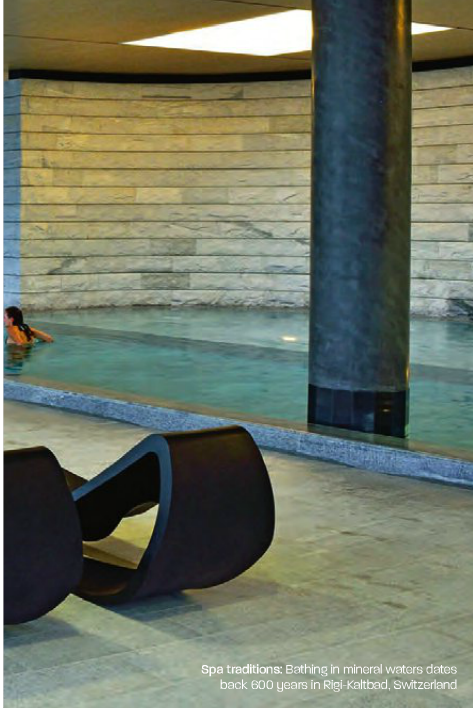
Global expansion plans for evianSPA

France: Following the launch of the first evianSPA at the Palace Hotel in Tokyo, Japan, evian's Global Business Development Director Laurent Houel has revealed his plans to further extend the evianSPA brand across the world. The next development phase of evianSPA will see urban hotel spas in key cities targeted, where evian has strong consumer recognition.

Houel and his team intend to develop the evianSPA brand as a complete premium spa concept, with the design taking in the metaphorical reflection of the journey of evian water through the Alps, which takes more than 15 years to complete. Treatment menus and protocols will feed into this journey, with the intention of making evianSPA "a unique experience".

According to Houel, the first evianSPA in Tokyo was created as "a premium concept building on evian's DNA, history and values of purity, health and youth".

www.danone.com www.palacehoteltokyo.com



Spa traditions: Bathing in mineral waters dates back 600 years in Rigi-Kaltbad, Switzerland



FRANCHISE NEWS

Guinot announces UK franchise opportunities



Nigel Dawson

France/UK: Luxury skincare brand Guinot has announced Nigel Dawson as its new Franchise Manager for the UK and Ireland, with a view to launching a widescale franchise project in the UK this year.

Following the success of Guinot's pilot salon in Ascot, England, and affiliate programme in France, Dawson and his team are planning to open around 150 Guinot franchise salons throughout the UK and Ireland over the next decade.

The official launch of the franchise scheme will take place at the National Franchise Exhibition at the NEC in Birmingham, UK, on 5-6 October but Guinot is currently welcoming enquiries regarding the franchise model.

The five-year franchise agreement will allow franchisees to renew on a five yearly basis and the investment required will be approximately £20,000. Applications will be welcome from both existing sites wanting to rebrand as well as individuals aspiring to open new salons.

Dawson comes to Guinot with experience in franchise development, having previously worked for Boots pharmacy and Dollond & Aitchison opticians in the past eight years.

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