



PATRICK

SAUSSAY

We talk to the spa consultant charged with international development for the new evianSpa brand

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What's your background?

I've been in consulting for 16 years including senior manager roles at global business consultancy firms Andersen and BearingPoint. I've been involved with the modernisation of major multinational companies in varying sectors – from aeronautics to consumer goods. For three years, I focused on healthcare organisations, including the healthcare ministry in France and several French hospitals.

My work and travels eventually led me to the wellness industry, where I thought my experiences of project management in complex environments would help. I spent three years as managing director of the Swiss spa and skincare brand After the Rain with a view to developing it internationally.

How did you hear about evianSpa?

I crossed paths with Laurent Houel in early 2012 when he was finalising the first evianSpa concept in Tokyo (see p30). I was immediately taken by the concept and intrigued by his ambitions to roll it out worldwide. He had the marketing and business development expertise in the luxury sector and a deep knowledge of evian's core values; while I had the spa experience and business development/project management expertise.

I set up the Global Project & Spa Advisory consultancy and evian is my first client.

I helped to put the finishing touches to the concept and business plan and to set up the development strategy. I'm now setting up meetings with hotel partners that will hopefully lead to projects

What will your work involve?

I'll be focusing on the international development of evianSpa. Initially, I helped to put the finishing touches to the concept and business plan and to set up the development strategy. As part of the development process, I'm now setting up prospective meetings with hotel partners that will hopefully lead to projects and implementing the evianSpa brand. As part of the licence we'll provide all the necessary support from understanding the concept to treatment menu and therapist training and operating protocols. Management support is also available via my consultancy if it's required.

It all depends on the hotel's needs. Our common goal is to secure consistency and quality of the evianSpa brand. We can work with a hotel to implement an evianSpa that fits with its specific positioning – whether its introducing more locally-inspired treatments, therapies for couples or children, or working on something that can increase a guest's length of stay.

Will evianSpa be your sole client?

Not exactly. Launching a worldwide spa concept is a huge project, which requires deep involvement and working in lots of different areas. So, evian is the main focus for Global Project & Spa Advisory, but there are some other possibilities in the pipeline.

Wellness is a young and exciting industry. There are lots of challenges, especially the growing need for delivering high-quality experiences consistently and developing financially sustainable businesses. But there are also lots of opportunities.

What's exciting about evianSpa?

The arrival of evian in the wellness industry, with a new and fresh approach is clearly exciting and it generates a real business opportunity. The idea of making the concept relevant to different markets and cultures is what really inspires me. ●