



BEYOND BEAUTY EVENTS
 BEAUTY & WELL-BEING TRADESHOWS &
 BUSINESS EVENTS

EVENT

PATRICK SAUSSAY

MY ACCOUNT



Paris
 Porte de Versailles
 9 - 11 Sept.
 2013

BEYOND
 BEAUTY
 BLOG



Who are we? Tradeshows Business Meetings Summits Our Media Press Contact

brands explorer trends beyond natural & organic well-being & spa suppliers distribution conferences beyond beauty events

EvianSpa, the new concept by the water leader

27/05/2013

Follow us!



The Evian brand, world's #1 mineral water, designed a new spa concept gathering the key values of the brand's DNA: health, purity, youth.

Patrick Saussay, CEO of Global Project & Spa Advisory, in charge of the worldwide development of EvianSpa, took part in the Europe edition of SPAMEETING and will be there for the Dubai edition next November to present the concept to the many spa investors that will gather for the occasion. He explains the brand's ambitions.

What are the particularities of an EvianSpa?

It is a comprehensive concept that lies upon the Evian water's cycle through the mountains. All dimensions of the spa have been designed with that idea in mind, so that each visitor, in any location, is literally transported to the Alps. The architecture reminding of water landscapes, 16 signature

treatments following the Evian water cycle, a living mountain-like environment, they are all part of our concept.

EvianSpa is offered to investors as a license giving access to the whole concept as well as the logistics support necessary to set up the "must haves" (including the training for treatments).

Beyond the original & attractive concept, it is a differentiation solution that comes with the marketing power of a worldwide renowned brand.

Depending on the project and its location, the richness & variety of Evian enables us to integrate the local needs & the hotel's personality while staying true to the concept.

What kind of professional meetings are you looking for at the SPAMEETING?

We are looking to meet with investors, project holders or hoteliers that have a construction or renovation project for their spa and are interested in a brand that will give an added value that goes beyond the spa. The projects must be in line with the high end positioning of the brand.

Where were set up the first EvianSpas?

It is a very recent concept, finalized in 2012. The first EvianSpa opened in the spring of 2012 in Japan, as part of the reopening of the Palace Hotel Tokyo 5*. It is a 1200 sq. spa facing the imperial palace's gardens.

The complete renovation at the Royal Hotel 5* in Evian is currently under process. It is the ideal opportunity to unveil the EvianSpa concept on 1200 sq.

What are your development projects?

Our objective is to deploy the EvianSpa concept first in the countries where the brand already benefits from a strong reputation and premium positioning. It will be mostly the big Asian cities (China, Hong-Kong, Singapore, South Korea...), Middle East (UAE, Qatar) and Russia. In second position come other countries with opportunities such as the USA and the UK.

We focus primarily on cities with a prime international visibility, thus keeping a controlled development strategy.

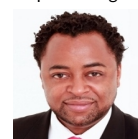
Enhancing Evian's image through prestigious spas in the most beautiful hotels of the world is only logical for the brand promoting wellness and wishing to make everyone enjoy the water's benefits, in all its forms.

SPAMEETING Autumn
 27&28 novembre 2013
 Meydan Hotel, Dubai



BEYOND BEAUTY BLOG
 LATEST ARTICLES

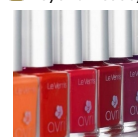
Spameeting Paris



EvianSpa, the new concept by the water leader (27/05/2013)
 The Evian brand, world's #1 mineral water, designed a new spa concept gathering the key values of ...

> Lire

Beyond Beauty



Avril, quality organic for a small price ! (24/05/2013)
 Avril will showcase on the ZOOM area its wide range of Ecocert certified products made in France. ...

> Lire

Beyond Beauty



New bottles for Heinz Plastics (23/05/2013)
 Heinz Plastics, the plastic section of Heinz (the cosmetic packaging manufacturer), is set to ...

> Lire

Beyond Beauty



Evoluderm : affordable beauty products ! (22/05/2013)
 Distributed in France in the mass market sector (Tati, Giga Store, Mistigriff, la Foir'Fouille...) and ...

> Lire

Beyond Beauty