

NEWSLETTER

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evianSPA
SANITAS PER AQUAM

evianSPA Consolidates its Position on the Asian Market.

New contract at the Palace Hotel Tokyo

The roll out of evianSPA concept was launched in Japan in 2012 at the prestigious Palace Hotel Tokyo. This palace is emblematic of the very high-quality of Japanese hotel services, and was seduced by the originality of a concept founded on the cycle of evian® natural mineral water. It extols a reconnection with nature in an urban environment, global wellness and is grounded in bodily hydration. After 5 years of holding the evianSPA exclusive license, Palace Hotel Tokyo renewed its confidence in the brand and signed a license agreement for 5 more years in December 2017.

This renewal is of major importance for the brand as it confirms the attractiveness of the evianSPA concept with a mainly local, demanding public seeking authenticity as much as new and renewed experiences of wellness. The evianSPA signature and its «French Touch» bestow this place with a French exoticism in a unique and privileged Japanese setting, overhanging imperial gardens. For the Palace, the renewal proves the uniqueness of evianSPA on the market that is more and more challenged by international offers, paradoxically set-up in the numerous «Onsens» and «Ofuros» cradles. These are ancestral, natural hot springs and baths that Japan is home to.

This new step will be the opportunity to offer the client new treatments and experiences, to strengthen their well-being with water, and more generally to enable Palace Hotel Tokyo to benefit from innovative features recently developed by evian®. These should help the Palace become even more attractive and remain a pioneer on the hospitality and wellness market.

Opening of evianSPA Seoul

In April 2017 evianSPA made its entrance on the South Korean market with the impressive, final unveiling of Lotte World Tower in Seoul.

It was here that Lotte Hotels Group launched its first Signiel hotel, which is a new luxury brand of 6 stars hotels. evianSPA recently opened its doors on the 86th floor of this skyscraper.

It was truly a technical and technological challenge that the teams spectacularly completed to create an aerial and urban refuge, a well-being retreat above the South Korean megalopolis.



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One can find treatment organized around the cycle of evian® natural mineral water and the evianSPA concept: celestial, mineral, precious, vitalizing, in line with the artistic ambiance of the place and through the choice of treatments enabling the discovery of hydration's abundant benefits.

Particular attention was given to the spa's relaxation zone. Complete with an aquabar for a premium hydration where evian® water is combined with local plants and fruits (cold drinks, teas, herbal teas, etc.) it is also equipped with all new, very comfortable immersive cocoons with sound systems. These face a narrative immersion retracing the steps of evian® mineral water in its natural cradle that allows for a complete reconnection with nature and a total, pleasant disconnection with daily life in the evian® universe. This experience is offered to all clients before or after their treatment.

evianSPA Seoul is also the first spa to integrate a new line of evian® linen, which has been developed with French experts from RKF Luxury Linen. These include elegant bathrobes specific for women and men of a «design and couture» quality.

FOCUS

evianSPA continues to develop by focusing on iconic locations, such as the Katara Plaza in Doha, which is scheduled to open in Autumn 2018. The USA, UAE, China and Europe are also among the next steps.

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About evian®

evian® natural mineral water comes from the heart of the French Alps, a unique geological site in the world. For more than 15 years, it travels through the rocks, where it is enriched with essential minerals. The brand has been working for over 25 years to preserve natural surroundings of the source, in an effort to preserve evian® natural mineral water's exceptional quality for generations to come. Naturally pure and uniquely balanced, evian® natural mineral water is a healthy choice throughout the day.

