

Middle East will be the next step on evian®SPA development path.

Evian®SPA pursues its international development with a new cutting edge project in Doha.

Ali Bin Ali group, a long time distribution partner of evian® natural mineral water brand in Middle East, has announced recently its ambitious Katara Plaza project creating an impressive iconic space blending multiple experiences of art and culture, entertainment and leisure, retail and well being, for an opening due Fall 2016.

Thanks to the evian®SPA license acquired for Qatar by ABA group, Katara Plaza is poised to offer visitors a unique new stage of wellness that goes beyond classical spa experiences.

More than 2400 sqm in Katara Plaza, women only, will welcome the evian®SPA concept telling the story of the miraculous evian® water journey in Alps mountain, a voyage to the heart of the mountains, to a place where body and mind can achieve harmony.

Laurent Houel, **evian® Global Brand Director**: “ *The evian®SPA in Katara Plaza development is a new step for us in our exclusive approach to bringing a new spa experience in some key cities worldwide. Each evian®SPA is a way to have guests discover the story of our precious water origin, while enjoying a unique wellness experience at the heart of our universe, just as if the Alps were but a stone’s throw away*”

With a complete spa concept, the brand will also integrates Doha local culture requirements blended with evian® identity.

For a successful project, Ali Bin Ali group teams up with evian®SPA Doha dedicated team, brought together by evian®. It is coordinated by Patrick Saussay, owner of G.P.S.A Company, bringing his international spa expertise and project management skills. G.P.S.A is also involved in evian®SPA International Development on behalf of evian®.

Leyk & Wollenberg Architect & Atelier GH lead the Architecture and Design developments. Gael Hiétin from Atelier GH has developed the evian®SPA global design concept and is one of the leading French designers specialized in multisensory projects. He is part of Leyk & Wollenberg team widely known for innovative conceptual ideas comprising unexpected spatial solutions and sensitive material choices;

Evian intends to develop only a few exclusive evian®SPA projects worldwide to ensure the right iconicity and differentiation, teaming up with the right partners on a licensing agreement basis.

For more information about evian®SPA license, please contact :

evian® Natural Mineral Water

Originating from a unique site deep within the heart of the Alps, evian® is a naturally pure spring water, which acquires its uniquely balanced mineral composition after a natural filtration process over a period of more than 15 years. The evian® natural mineral water is suitable for everyone to drink, every day