



Armani Spa opening in Saudi Arabia

High-end fashion house Armani has chosen to open its third global hotel location in Diriyah, Saudi Arabia, complete with a signature Armani/SPA.

Diriyah is a 300-year-old site located just 15 minutes from Riyadh and is adjacent to the historically significant UNESCO world heritage site Al - Turaif – the first capital of the Saudi Kingdom when it was founded in 1744.

Overlooking Diriyah's luxury hospitality and retail quarter, the hotel will include 70 rooms, two restaurants and a pool. Also on offer will be 18 exclusive Armani residences with spacious interiors and outdoor pools, landscaped terraces.

"After celebrating the 10th anniversary of the opening of the Armani Hotels in Milan and Dubai, I'm ready to take on this new challenge," said Giorgio Armani.

"Armani Hotel Diriyah will allow me to interpret my idea of lifestyle and hospitality in a particularly subtle and embracing way."

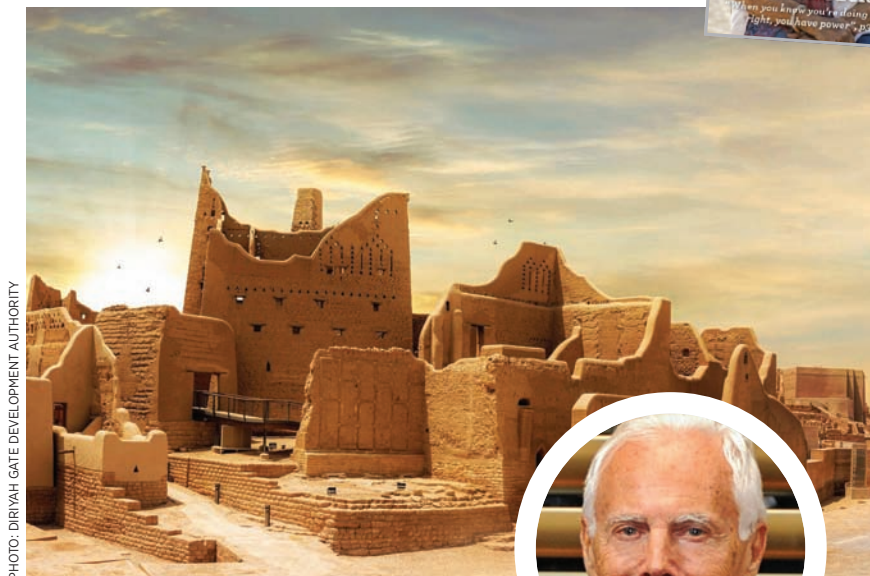


PHOTO: DIRIYAH GATE DEVELOPMENT AUTHORITY

SHUTTERSTOCK/DELIBO ANDREA

■ Diriyah is adjacent to UNESCO site Al - Turaif

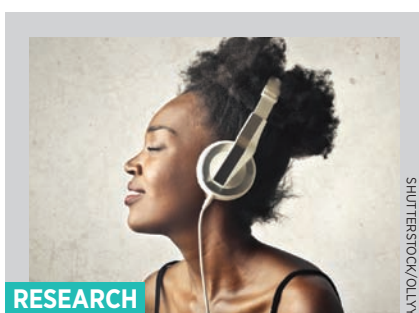
Armani and his in-house interior design team will work with architects to create a design characterised by essential lines that enhance the precious materials utilised, and a subtle interplay of volumes, light and shadow.

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“

I'm ready to take on this exciting new challenge

Giorgio Armani



SHUTTERSTOCK/OLLY

RESEARCH

Music improves wellbeing suggests new research

Music can also positively impact mental health

[p06](#)



PHOTO: FORTE VILLAGE

DESIGN

Forte Village spa receiving €2.5m revamp

Architects are drawing inspiration from nature

[p09](#)



AUBERGE RESORTS

PROJECTS

Auberge Collection creating wildflower nature retreat

'Oasis of wellbeing' to open in New York's Hudson Valley

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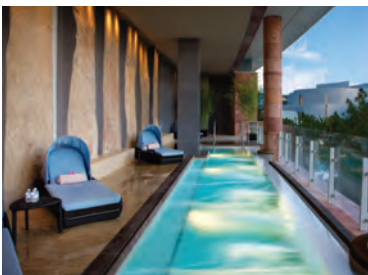
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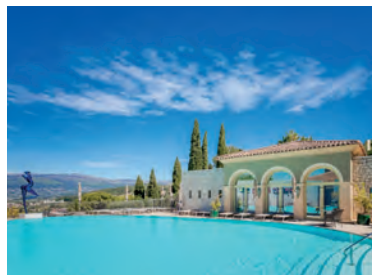
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Kent Richards: Six Senses Kaplankaya hosting wellness festival Harvest Kaplankaya in May

Wellness festival Harvest Kaplankaya will return to Six Senses Kaplankaya, Turkey, from 11– 15 May 2022.

Harvest is a bi-annual meeting of ideas, discovery, music and connection. The meeting sees attendants discuss and experiment with new ways of thinking and living in relation to oneself, one another and the planet.

Filled with talks, hands-on workshops, nourishing gastronomic experiences and performances, this year's focus is on bringing people together to rediscover human connection and wellbeing, contemplate important global issues and celebrate human potential.



PHOTO: SIX SENSES

■ Kent Richards, Six Senses' corporate operations director of spa

Harvest Kaplankaya is an event filled with fascinating talks and workshops on how to better nurture ourselves

Kent Richards, Six Senses' corporate operations director of spa, commented:

"Harvest Kaplankaya is an event filled with fascinating talks and workshops to help

harvest knowledge on how to better nurture ourselves, each other, and the planet with the ambition to create long-lasting change."

The speaker line-up includes:

- Anita Frauwallner – multispecies probiotic expert and founder of Institut AllergoSan.
- Dr Gabor Maté – Hungarian-Canadian physician, expert in human trauma.
- Dr Mark Hyman – physician and leader in the field of functional Medicine.
- Wade Davis – anthropologist, National Geographic explorer-in-residence, writer, photographer and filmmaker.

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Hot springs industry to reunite in Hot Springs National Park this May, says Vicky Nash



PHOTO: HOT SPRINGS CONNECTION

■ Vicky Nash, event founder and executive director of the recently-formed Hot Springs Association

The North American thermal spa industry will come together once again on 9-12 May in Hot Springs, Arkansas, for the annual Hot Springs Connection conference.

US and Canadian owners and operators of thermal mineral pools, spas and resorts will meet at Hot Springs National Park to celebrate the fourth installation of the event.

Launched in 2018 by tourism professional Vicky Nash, the conference

Having this event at Hot Springs National Park is a natural fit because of its historic use of geothermal water

was realised to unify and elevate the hot springs leisure industry globally.

A primary focus for the 2022 gathering will be upon the growing trends in facility upgrades and overall property revitalisation.

This year, sessions and presentations will be hosted at the Hotel Hot Springs.

"Having this event at Hot Springs National Park

is a natural fit because of its historic use of geothermal water in health and wellness treatments," said Nash, event founder.

Federally protected in 1832 with the official designation of Hot Springs Reservation, the therapeutic waters were popular for those seeking relief for a variety of ailments throughout the 19th century.

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PHOTO: TLEE SPAS

■ Jeanie Klueter, TLEE Spas' new architect and design specialist

{ **Jeanie rounds out our team perfectly as we co-create exceptional and enduring spaces** }

TLEE Spas appoints **Jeanie Klueter** to spearhead design

Spa development firm TLEE Spas + Wellness has named Jeanie Klueter as its new architect and design specialist.

Klueter brings over 30 years' experience in the architectural profession, including a focus on spa and wellness design for over 20 years.

A licensed architect and certified LEED AP, she spent much of her early career working with architectural firm WATG where she oversaw numerous spa and wellness projects as director of spa and wellness.

In her new role at TLEE Spas, Klueter will spearhead

the firm's expanded design capabilities, working in close collaboration with project teams to enrich the design process.

"Jeanie rounds out our team perfectly as we co-create exceptional and enduring spaces that stand the test of time," says Tracy Lee, president and founder of TLEE.

"Our process has always been site-sensitive, brand-centric and evocative of local context and culture. We're thrilled that Jeanie will be with us as we continue to deliver best-in-class spas and wellness experiences."

READ MORE ONLINE

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RESEARCH

Research: music enhances mental wellbeing

Singing, listening to or playing music can improve mental wellbeing and quality of life, according to a recent research review.

Results were concluded following a meta-analysis of 26 existing studies which explore the effect of musical interventions on wellbeing. 10 of the studies involved participants listening to music, seven featured music therapy and eight included singing, while the remaining study investigated the effects of gospel music.

Following the review, the research team collectively concluded that the “meta-analysis provided clear and quantitative evidence that music interventions are

associated with clinically significant changes in mental health.”

Findings also showed the benefits to mental quality of life associated with experiencing music are similar to those associated with exercise or weight loss.

The team concluded by saying future research needs to focus on investigating what the most optimal music interventions and doses are for distinct scenarios.

The findings emphasise the importance of music at spas and gyms as they suggest that music could amplify the wellbeing benefits already achieved after visiting either facility.

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■ Findings emphasise music's importance in the guest journey



Music interventions are associated with clinically significant changes in mental health

PORTFOLIOS

Mandarin Oriental plans 2024 debut in Egypt



PHOTO: MOHG



The project presents an ideal opportunity to further grow our brand

James Riley

Mandarin Oriental Hotel Group (MOHG) has announced a management agreement to rebrand the Shepherd Hotel in Cairo, marking its first foray into Egypt.

First opened in 1841, The Shepherd Hotel is undergoing a comprehensive renovation with Paris-based interior designer Sybille de Margerie tasked with preserving the building's heritage design while enhancing facilities and services.

Upon completion – scheduled for 2024 – the hotel will re-open as Mandarin Oriental Shepherd, Cairo.

Mandarin Oriental Shepherd, Cairo will be home to a Spa at Mandarin



SHUTTERSTOCK/WITR

■ Cairo is home to the Great Pyramid of Giza

Oriental providing eight treatment suites and offering signature tailored Mandarin oriental wellness experiences and treatments.

James Riley, MOHG group chief executive said: “The project presents an ideal opportunity to further grow our brand in the Middle East and Africa.”

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GROWTH

Biologique Recherche expanding globally

French skincare brand Biologique Recherche has opened its second urban beauty institute in Paris named Ambassade Biologique Recherche Rive Gauche.

Biologique Recherche co-owner Rupert Schmid told *Spa Business* this new facility's design will be used as a blueprint for the future Ambassades Biologique Recherche around the world.

The Ambassade concept – translated to mean embassy in English – was created by the brand's founder



PHOTO: BIOLOGIQUE RECHERCHE



New locations will open in Rome, Los Angeles and Shanghai

Rupert Schmid

Yvan Allouche. His vision was to create a network of exclusive Biologique Recherche outposts in urban environments.

Schmid revealed that new Ambassade locations will open in Rome, Los Angeles and Shanghai by the end of 2022.

He also hinted that Biologique Recherche is considering opening two extra locations in Shanghai, but these have not yet been confirmed.

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MEET THE TEAM

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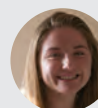
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NEW OPENINGS

Paramount's new hotel and spa premieres in Dubai

American film and TV producer Paramount Pictures has opened the doors to its brand new hotel and spa inspired by cinema and entertainment in central Dubai.

With 281 contemporary rooms and a selection of suites, Paramount Hotel Midtown is located in Business Bay Dubai, just a stone's throw from the Burj Khalifa and the Dubai Mall.

The recent opening marks the iconic Hollywood film company's second Dubai destination, joining its existing location Paramount Hotel Dubai. The hotels are

both complete with a Pause Spa facility, designed to encourage guests to pause and take a timeout from reality with a Hollywood-inspired wellness experience.

Both spas are exclusively partnered with luxury French skincare and spa brand Château Berger and represent the only Château Berger locations outside of France.

The spa menus offer a selection of massages, facials, scrubs, reflexology

and wraps, as well as a variety of spa day options.

Paramount Hotel Midtown's Pause Spa is equipped with seven treatment rooms – including one for couples – alongside separate sex thermal areas which each include whirlpools, steamrooms and an ice fountain.

In addition, guests can visit the Pause Fitness Center with a range of modern equipment.

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PHOTO: PARAMOUNT HOTELS & RESORTS

■ The opening marks Paramount's second Dubai hotel

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DESIGN

designstudios ltd channels Versailles

designstudios ltd has revealed the inspiration behind the new AWAY Spa at the W Philadelphia.

The 3,000sq ft spa is part of the 51-story dual-branded hotel in Philadelphia.

“The AWAY Spa is a luxury wellness and beauty sanctuary and makes W Philadelphia the ultimate urban retreat,” says Sharilyn Olson Rigdon, designstudios ltd principal and design lead.

“The design is inspired by Louis XVI’s Versailles and Sofia Coppola’s film of that period, Marie Antoinette.

“Scenes from the film as well as the actual palace inspired the spa’s colour palette and overall sense of joie de vivre,” she adds.

designstudios ltd kitted out the spa with five pink-hued treatment rooms, two beauty pods, a retail space, nail stations, changing rooms and relaxation spaces. This is accompanied by an outdoor pool, pool bar, fitness centre and rooftop garden.

Spa and wellness consultancy Blu Spas Inc had a hand in the project which included a technical review of design and equipment, as well as specifications for operational OS&E.

“Sharilyn created an incredible space for guests to unwind and relax in – we were thrilled to work with her team,” said Cary Collier, Blu Spas co-principal.

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■ The spa offers a selection of soothing relaxation spaces



Sharilyn created an incredible space for guests to unwind in

Cary Collier

REFURBISHMENTS

Forte Village’s spa receiving nature-inspired makeover



Design inspiration was rooted in a desire to connect guests with nature

Sardinian resort Forte Village is revealing its refreshed spa and wellness facility next month after undergoing a large-scale refresh costing €2.5m (£2.1m, US\$2.8m).

All areas of the 7,000sq m spa have been renovated including the thalasso circuit, entrance, herbal tea bar, 20 treatment rooms, changing rooms and gym.

The inspiration behind the four-month refresh was to reconnect guests with nature and its wellbeing benefits.

The spa team worked with architecture firm Studio di Sandro



■ The spa will reopen with an abundance of plant-life

Sergio Luca Andreoni to execute this by implementing skylights to let in more natural light, incorporating a soothing new water fountain and increasing glass surfaces to encourage the reflection of water and light.

The spa has also been updated with more greenery and new programming.

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EVENTS

WS&W 2022 kicks off in London

The annual World Spa and Wellness conference was hosted at London's ExCeL exhibition centre on 3-4 April.

The two-day in-person event is curated for international spa and hotel directors to network and share their experience of operating successful spas, as well as engaging in panels with leaders from within the industry.

The schedule included panel discussions, workshops, keynotes and networking opportunities.

Speaker topics ranged from hyper-personalisation at spas, lessons from the pandemic and mental wellness programmes to transformational wellness travel and how the sector

can make the most of the pent-up demand for experiences and travel.

The speaker line-up included a variety of industry figures from across the global sector, such as Emlyn Brown – vice president of wellbeing at Accor, Franz Linser – CEO of Linser Hospitality, Helena Grzesk – COO at British Beauty Council, Mia Kyricos – president and CEO of Kyricos & Associates, Nils Behrens – chief marketing officer at Lanserhof Group and Sandie Johannessen – director of health and wellness at Zula by Chiva-Som.

The event was topped off with the conference's annual awards ceremony.

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PHOTO: WORLD SPA & WELLNESS

■ The two-day event encourages industry networking



The event is curated for global spa and hotel directors to share experience of operating successful spas

RESEARCH

ONS explores changing UK consumer wellness habits



The pandemic has seen a rise in expenditure on sports clothing

ONS

Consumers' growing interest in exercise, health and wellness have been highlighted by changes to the UK government's inflationary measures, with sportswear and healthy food in the ascendance and participation in exercise and activity making its first-ever appearance.

Inflation is calculated based on a 'basket of goods' which is selected to reflect the general purchasing preferences of the general population.

In publishing the new basket for 2022, the Office for National Statistics (ONS) has included sports bras and



SHUTTERSTOCK/OLEKSBOIKO

■ Climbing has been added to the inflationary basket

cropped tops for the first time, showing how much fitness has been embraced by households during the pandemic.

"Heightened awareness of fitness generally together with the focus of the coronavirus pandemic has seen a rise in expenditure on sports clothing," said the ONS.

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An oasis of calm

Auberge Resorts has been appointed to manage Wildflower Farms retreat in New York's Hudson Valley, as *Spa Business* reports



■ Spa treatments will incorporate herbs grown in the property's grounds

SHUTTERSTOCK/ROMAN ZAIETS

Auberge Resorts Collection has been appointed to manage Wildflower Farms, a new resort nestled on 140 secluded acres in New York's Hudson Valley. Located 90 minutes from New York City, the 65-key Wildflower Farms, Auberge Resorts Collection is being designed as an oasis of nature underpinned by a focus on wellness.

The resort will open in late 2022 with a 9,000sq ft Auberge Spa including five single and one couples' treatment rooms, outdoor hot tubs and an indoor saltwater pool – which will serve as an area for relaxation pre- or post-treatment.

Auberge Resorts is planning to power spa rituals using fragrant herbs grown on-site.

Wildflower Farms will sit amid an expansive landscape with views of Shawangunk Ridge and a flowing river along the forest's edge.

The destination's far-reaching grounds will include orchards, animals, heirloom gardens, a namesake farm and fields of wildflowers throughout.

"We're overjoyed to welcome Wildflower Farms to our portfolio and introduce an environmentally conscious luxury resort in the market," said Dan Friedkin, Auberge Resorts chair.

We're overjoyed to welcome an environmentally-conscious luxury Auberge Resort to the market



■ The resort is being designed as a secluded oasis that's at one with Mother Nature

AUBERGE RESORTS

There will be no better place to escape for an abundance of green space and a greater sense of wellbeing

Wildflower Farms will sit where the Hudson River Valley meets the foothills of the Catskill mountain range.

The area was a place of inspiration for various 19th-century Hudson River School painters and has a strong history of culinary influence. Today, the Hudson Valley is home to orchards and farms, distilleries, state parks, art galleries and antique markets.

"Wildflower Farms will reinvent luxury in an understated and experiential way, which makes it a fitting collaboration for Auberge Resorts," added Craig Reid, president and CEO of Auberge Resorts.

"There will be no better place to escape for an abundance of green space, a greater sense of wellbeing and transformative culinary experiences."

Design and accommodation

Forged from a partnership between architects Electric Bowery and design

firm Ward and Gray, the property is pitted to become a sanctuary connected with the land that blurs the line between indoors and outdoors.

The resort will feature light-filled accommodations integrated into nature and surrounded by white pines and native perennials. Bungalows, cottages and suites will be outfitted with natural materials and amenities including wood-clad ceilings and floors, wool fabrics, cosy window seats, fireplaces, wood decks, private patios and fire pits.

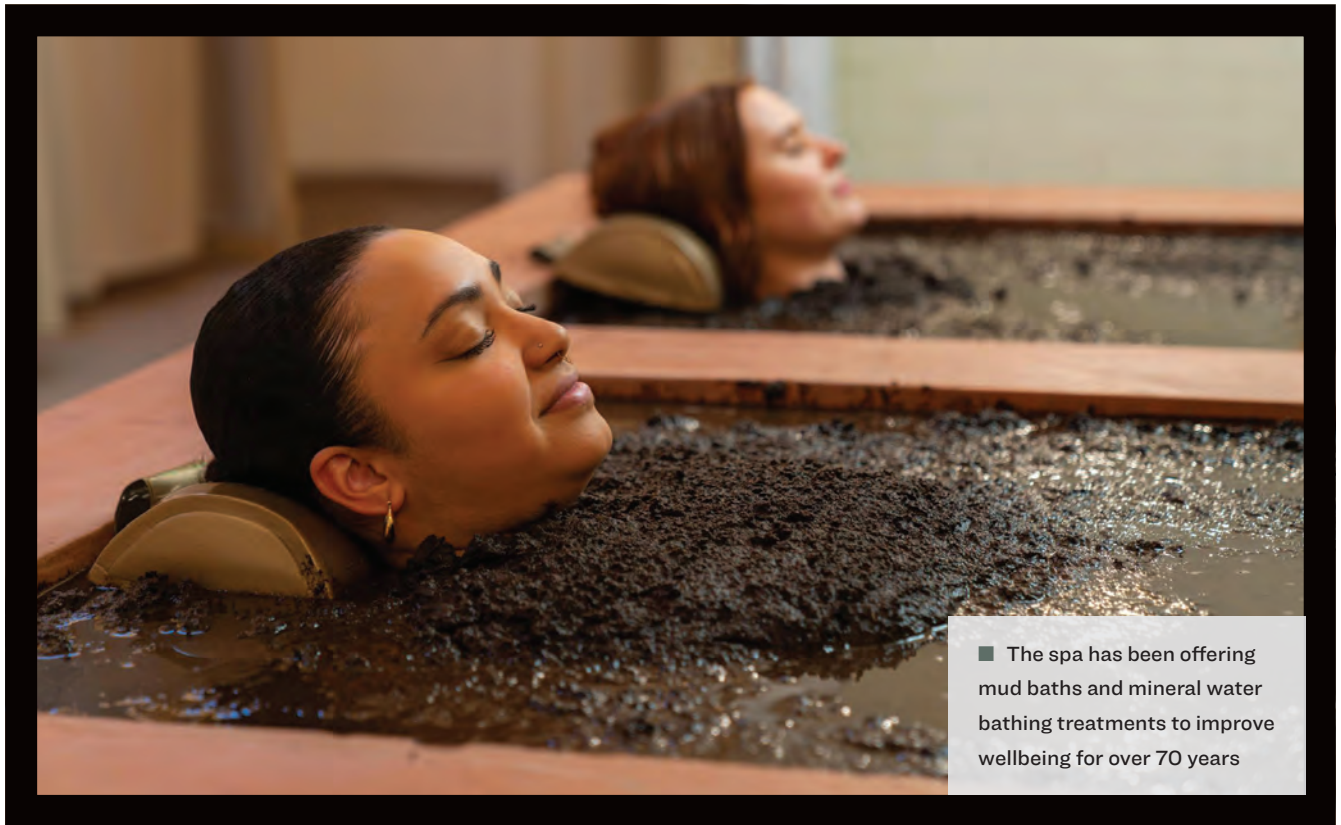
The guest journey will be rooted in evergreen and seasonal activities, from outdoor adventures to grounding, wild-crafted wellness offerings.

The grounds will also be home to tennis courts, open-air gym with a studio and hiking trails. With a strong connection to the farmland, the culinary programme and experiences will be a central focus at Wildflower Farms. ●



PHOTO: AUBERGE RESORTS COLLECTION

■ Craig Reid, president and CEO of Auberge Resorts Collection



■ The spa has been offering mud baths and mineral water bathing treatments to improve wellbeing for over 70 years

PHOTO: MARK COMPTON

Starting a new chapter

Mud baths are back on the menu at Dr Wilkinson's Backyard Resort & Mineral Springs following extensive overhaul

Dr Wilkinson's Backyard Resort & Mineral Springs, the resort and spa claimed to first bring mud baths to the Californian spa town of Calistoga, has completed a multimillion-dollar restoration.

Founded in 1952 by wellness pioneers and husband and wife duo Dr John "Doc" and Edy Wilkinson, the resort has become a celebrated wellness retreat in Calistoga offering mud baths, spa treatments and mineral pool soaks.

Fresh feel

Following a top-to-bottom renovation, the transformed resort has been redesigned to honour its past while looking toward the future with a new mid-century-inspired design.

Having reopened in May 2021, the new iteration of the resort includes the addition of an on-site restaurant, updated guest rooms, a new pool area and a thorough remodelling of the spa facilities.

Adding the final touch to the wellness resort's redesign, the reopening of the

mud baths marks the completion of the property's renovation by design firms SB Architects and EDG Design.

"We're thrilled to once again welcome guests and spa-seekers to experience our signature mud baths," said Jose Ortega, general manager of the wellness resort.

"We're proud to announce that the mud baths are once again up and running, using the same secret-formula mud mixture of organic, local Calistoga volcanic ash perfected by Doc Wilkinson almost 70 years ago."



PHOTO: MARK COMPTON

■ The reopening of the mud baths marks the completion of the renovation by SB Architects and EDG Design

Better and brighter

The reimagined spa, designed by TLEE Spas, combines natural finishes, terrazzo stone floors, cedarwood and recycled porcelain tiles to create the ideal balance of relaxation and rejuvenation.

The spa features four completely renovated treatment rooms, a new spa garden for al fresco treatments, four indoor mud baths and seven indoor and two outdoor mineral baths.

Facilities also include a cold deluge shower and a dedicated geothermal



The spa menu has been modernised but pays homage to the past and local geology with the use of ash and hot springs

mineral pool powered by Calistoga's natural healing springs.

"An accomplished team collaborated to bring Doc's pioneering vision back to life and celebrate all that is Calistoga: mud baths, geothermal bathing, and most importantly, pleasure and fun," commented president and founder of TLEE Spas, Tracy Lee.

"The spa and wellness menu has been modernised but pays homage to the past and local geology with the use of ash and hot springs." ●



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PHOTO: NATALIE LAUREN

■ Evolution Rehabilitation line is both cruelty-free and vegan and is offered at SKN-RG's spa partner locations across the UK

SKN-RG's Evolution collection upgraded with new facial to tackle modern concerns



PHOTO: SKN-RG

■ Co-founder and co-CEO of SKN-RG Deborah Scott

UK-based organic skincare and spa brand SKN-RG has unveiled a 90-minute facial treatment to showcase its Evolution Rehabilitation range.

Harnessing plant-powered clinical actives and Blue Diamond Plankton extract, the collection is designed to protect the skin from pollutants and blue light. In addition, it's also designed to answer modern skincare concerns ranging from reducing fine lines and pigmentation to loss of plumpness and breakouts.

The brand's new SKN-RG Evolution Premature Ageing Problem Skin Facial combines

clinical actives, ultra-lift techniques and SKN-RG's semi-precious Selenite wands claimed to release potent minerals to bolster collagen production for rejuvenation and revitalisation.

The ritual is designed for skin with ageing factors – including wrinkles, fine lines and open pores – as well as acneic skin types.

Co-founder and co-CEO of SKN-RG Deborah Scott told *Spa Business* the Evolution collection came to life after she and her husband, Robert Scott, began developing a new form of skincare that moved

away from addressing general concerns and concentrated in-depth at how skincare requirements have changed over the generations.

“Interestingly, we learnt how stress has dramatically aged skin coupled with how our environments have changed,” she explained, “it’s no longer enough to have a rosehip oil or a single clinical active at the forefront to help the skin.”

“Simply put, our skin is undergoing a metamorphosis that will impact generations.

More on spa-kit.net

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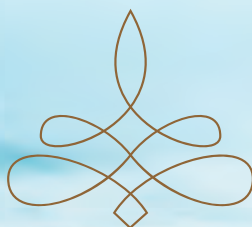
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Tribe517 rolls out gender-neutral spa line

Tribe517, a sustainable artisan spa brand founded by experienced holistic spa therapist Claire Caddick, has launched The ONE Collection.

Comprising an oil, cream and scrub, all products in the range are gender-neutral in fragrance, multi-tasking, sustainably packaged and suitable for all skin types, including those sensitive to allergens.

The trio has been created to work in harmony as they all contain the same blend of superfood oils. This includes cabbage seed and avocado, plus Tribe517's aromatic heritage essential oil combination of sweet orange helichrysum and vanilla – claimed to deliver vitamins A, C, E and omega oils.



PHOTO: TRIBE517

■ Claire Caddick, managing director of Tribe517

Caddick told *Spa Business* The ONE Collection has been developed in response to extensive therapist feedback.

"While we don't have an exact treatment to go with these products yet, they were

developed so they could be substituted into treatments for customers with allergies to nut oils, which are quite prolific in spa products.

"The feedback from our partners has been fantastic,

so we're open to working on a case-by-case basis to create individual treatments created around the client's needs."

More on spa-kit.net

READ MORE ONLINE

Biologique Recherche unveils Liftkiss plumping lip treatment



PHOTO: BIOLOGIQUE RECHERCHE

■ Laure Bouscharain, Biologique Recherche head of research and development

Liftkiss is a new pre-soaked lip mask developed by French skincare and spa brand Biologique Recherche.

Similar to the eye area, the skin of the lip contour is one of the most delicate areas of the face and is prone to damage by external factors including smoking, prolonged UV ray exposure and weather, as well as ageing.

In response, Biologique Recherche has developed a pre-soaked mask enriched with repairing and moisturising active ingredients to promote effective skin regeneration.

"Liftkiss is a smoothing and plumping lip treatment that intensely repairs damaged



PHOTO: BIOLOGIQUE RECHERCHE

■ Liftkiss is enriched with moisturising active ingredients

lips and adds volume to their contour for fuller lips," explains Laure Bouscharain, Biologique Recherche head of research and development.

Due to its biocellulose formula and second-skin effect, Liftkiss moulds and to lips and covers the entire lip contour area.

Biocellulose was first used in the biomedical field to treat burn victims. Now Biologique Recherche is harnessing the technology to create its plant-based biodegradable lip mask.

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Body Boost Bed targets inflammation



■ Richard Warden, owner of UK-based Body Boost Bed distributor Beam Supreme

PHOTO: BODY BOOST BED

The Body Boost Bed is a total body photobiomodulation light therapy (PBM) system designed for spas and aesthetic and beauty clinics.

"PBM is best known for easing inflammation and The Body Boost Bed harnesses this to help treat injuries, reduce pain, relax muscles/joints and increase circulation, as well as promoting anti-ageing effects on the skin and an overall sense of wellbeing," explained Richard Warden, owner of UK-based Body Boost Bed distributor Beam Supreme.

PHOTO: BODY BOOST BED



■ The bed taps blue-, red- and near-infrared light

"Originally launched in Australia, the bed uses blue-, red- and near-infrared light and has since reached the US, the Netherlands, France and the Czech Republic.

Completed with small LED panels, the bed can be used to treat the face or the whole body.

Warden suggests hosting sessions for around 25

minutes and adds that the experience can be used to complement and enhance the effects of other treatments on the spa menu.

The Body Boost Bed has achieved both EC and FDA approval and is EU medically certified.

More on spa-kit.net

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Alberto Apostoli and Newform launch the A.Zeta showerhead

Italian architect Alberto Apostoli has renewed his partnership with Newform – an Italian wellness company – and designed A.Zeta.

The showerhead has a segmented steel profile, designed as an aesthetic representation of flowing water. The water flow and can be programmed in two modes; rainfall or waterfall.

Available in polished chrome finish, satin, or black and white, the shower plate features essential lines enhanced by the geometric folds and their respective details: the thin cut for the water jet and the micro-perforations from which one can activate the rain mode.

A.Zeta is a wall-mounted design and its form and

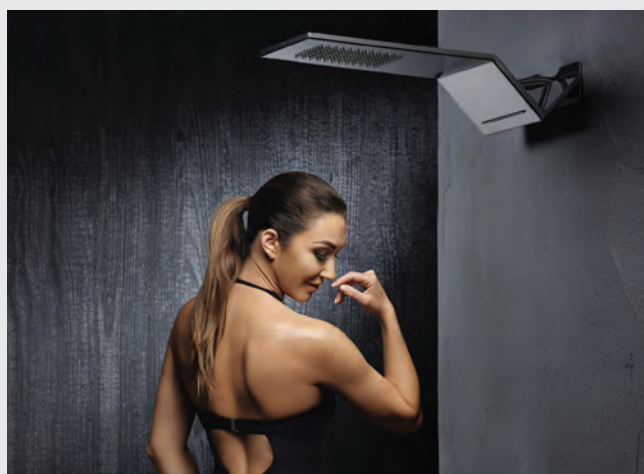


PHOTO: STUDIO APOSTOLI



PHOTO: STUDIO APOSTOLI

■ Alberto Apostoli, founder of Italian wellness architecture firm Studio Apostoli

function are coordinated to ensure a signature wellness shower experience, both in a residential space and in a commercial context.

"Being able to take on product design is always stimulating because it lets you

respond to the demands of the sector, market and users in a precise manner, but in a way that's still akin to designing a spa or a hotel," said Apostoli.

"A.Zeta highlights water as the fundamental element of wellness; the showerhead

evolves with it, simulating its movements and focusing on the individual to guarantee an authentic relaxation experience," he concludes.

More on spa-kit.net

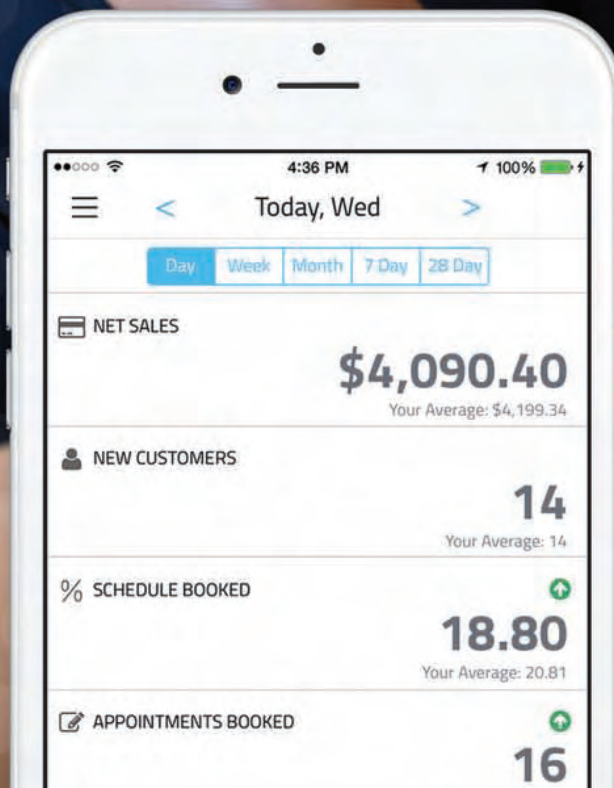
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Double down on digital to drive live fitness with Les Mills.

Majority of members prefer a 60:40 split between the gym and home workouts, with gym members being twice as likely to use digital fitness options compared to non-members (36% vs.18%). Omnichannel fitness is the way to win in 2022, how does your membership offer cater for them working out with you, wherever they are?

*Source: 2021 Global Fitness Report, Les Mills

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We welcome your entries – write to spatteam@leisuremedia.com

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Spas Association

■ www.abcs spas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

Estonian Spa Association

■ www.estonianspas.eu

European Historic Thermal Towns Association

■ www.ehtta.eu

European Spas Association

■ www.espa-ehv.com

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

■ <https://www.femteconline.org/m>

French Spa Association (SPA-A)

■ www.spa-a.org

German Spas Association

■ www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

■ www.globalwellnessinstitute.org

Green Spa Network (GSN)

■ www.greenspanetwork.org

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

The Iceland Spa Association

■ www.visitspas.eu/iceland

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Sauna Association

■ www.saunainternational.net

International Spa Association (ISPA)

■ www.experienceispa.com

Irish Spa Association

■ www.irishspaassociation.ie

Japan Spa Association

■ www.j-spa.jp

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Portuguese Spas Association

■ www.termasdeportugal.pt

Romanian Spa Organization

■ www.romanian-spas.ro

Salt Therapy Association

■ www.salttherapyassociation.org

Serbian Spas & Resorts Association

■ www.serbian spas.org

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swaafrika.org

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

Spa & Wellness International Council

■ www.lswic.ru

The Sustainable Spa Association (SSA)

■ www.sustainable spas.org

Taiwan Spa Association

■ www.tspa.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

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