



Raison d'Etre



Award winning Spa & Wellness creator

SPA & WELLNESS BRANDS

Brand creation is our expertise.

Raison d'Étre has extensive experience in brand creation, having in addition to the below brands created the Six Senses brand, been instrumental in the Regent Spa & Wellness brand as well as countless individual spa brands

AMAN

Raison d'Étre took over as the "spa division" for all Aman resort spas from 2001 – 2008. Raison d'Étre built the brand, created the products, opened and operated all spas. Aman resorts will always be very close to our hearts.

RESENSE & KEMPINSKI

Resense the European Spa - a collaboration between Kempinski Hotels and Raison d'Étre, where two spa brands were created: Kempinski The Spa and Resense Spa.

AURIGA FOR CAPELLA HOTELS

Auriga Spa - a spa concept based on moon phases - Auriga being a star constellation, with the brightest star Capella as in Capella Hotels.

JIVA, TAJ HOTELS

was in its totality invented by Raison d'Étre in 2003 by placing a team in Mumbai for 2 years. It is a completely Indian spa brand, from design, treatments, experience to products, with an authentic Ayurveda medical spa concept; honouring India and its heritage.

LIVNORDIC

LivNordic – our own Nordic Spa & Wellness brand implemented at the Grand Hotel in Stockholm, onboard Viking Ocean Cruises, in Cabo Mexico, in China, and other locations.

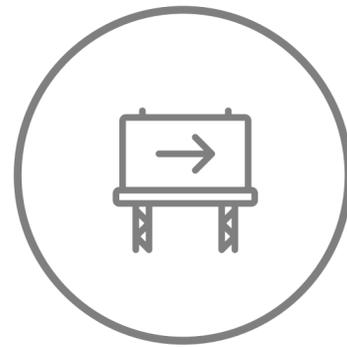


WHAT WE DO



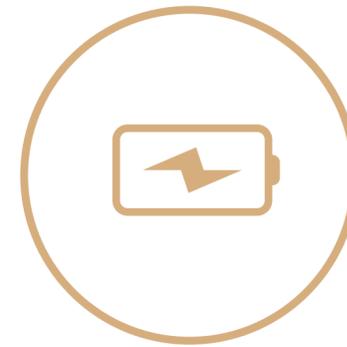
CONSULTANCY

We create innovative wellness concepts and solutions and design the guest experience, exclusively tailor-made for each client.



CRUISE SHIPS

We successfully manage and operate spas across luxury cruise lines worldwide under our brand name LivNordic



THINK-TANK

Our Stockholm Think Tank is positioned to offer creative services of wellness concepts and wellbeing awareness into other industry sectors.



EDUCATION

The spa is its people. Through education and training of both therapists and managers – we help teams grow to their full potential.

OUR UNIQUE TRAITS

Those spas that Raison d'Étre has built from scratch have all received keen editorial interest and international awards. Why? Because we know what the discerning guest wants. We understand and anticipate their needs on every level, and we instill this, not only into the architecture and design of the Spa, but also into the treatments and the ambience. Not one of our Spas looks like another. They are all unique – bespoke - tailor made to fit your current and desired client base - your brand/positioning and your vision.



CUSTOM - BUILD YOUR BRAND

We tailor-make and create something unique for your business, location and audience. The concept creation is the heart of the project and this is what makes our spas different, and successful.



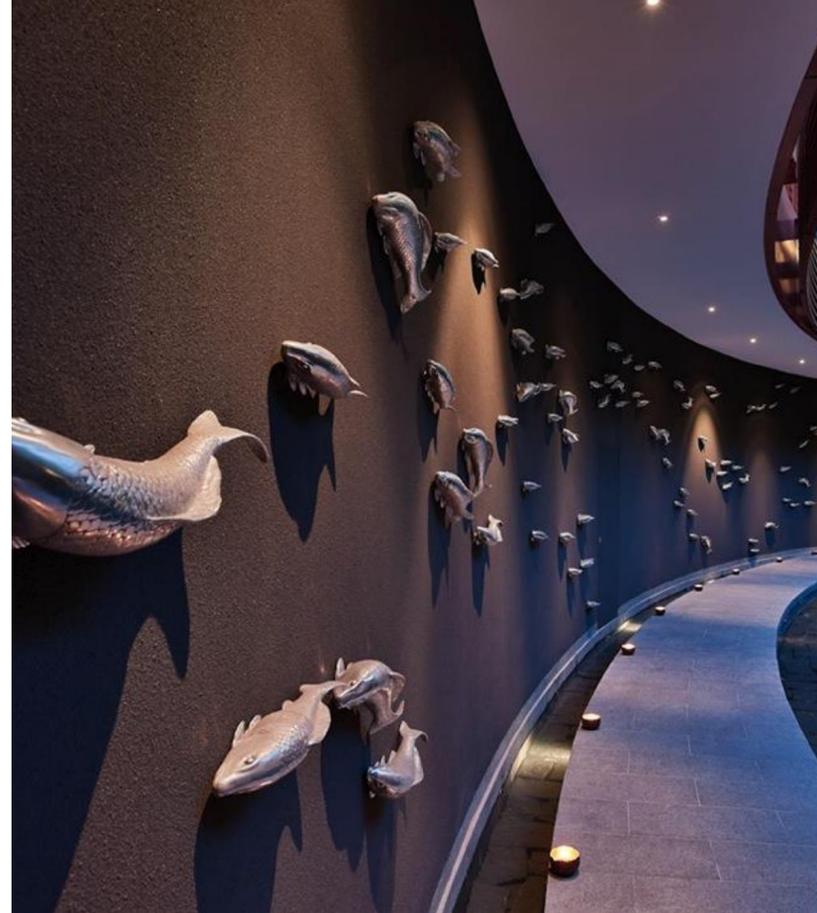
INNOVATIVE THINK - TANK

Over the last 20 years we have identified and gathered talents from all over the world within wellness, business and innovation. Together, we push the boundaries, think different and create pioneering wellness solutions.



INDEPENDENT AND NOT TIED

As opposed to most of our competitors we have no third-party interest, such as products, equipment or wet areas, hence completely free to simply focus on creating the absolute best and most profitable operation for the owners.



PHASE 1

DESIGNING THE WELLNESS EXPERIENCE

Concept & Design

- Site visit incl. report and suggested action plan completed
- Short market analysis overview
- Pre-concept & design brief including updated space allocation
- 5-year spa P&L
- Drawings consultancy
 - Schematic drawings consultancy
 - Detailed drawings consultancy
 - Recommendation of wet/heat area specialist
 - Architectural standards
 - FF&E specifications

Approx timeline: 14 weeks

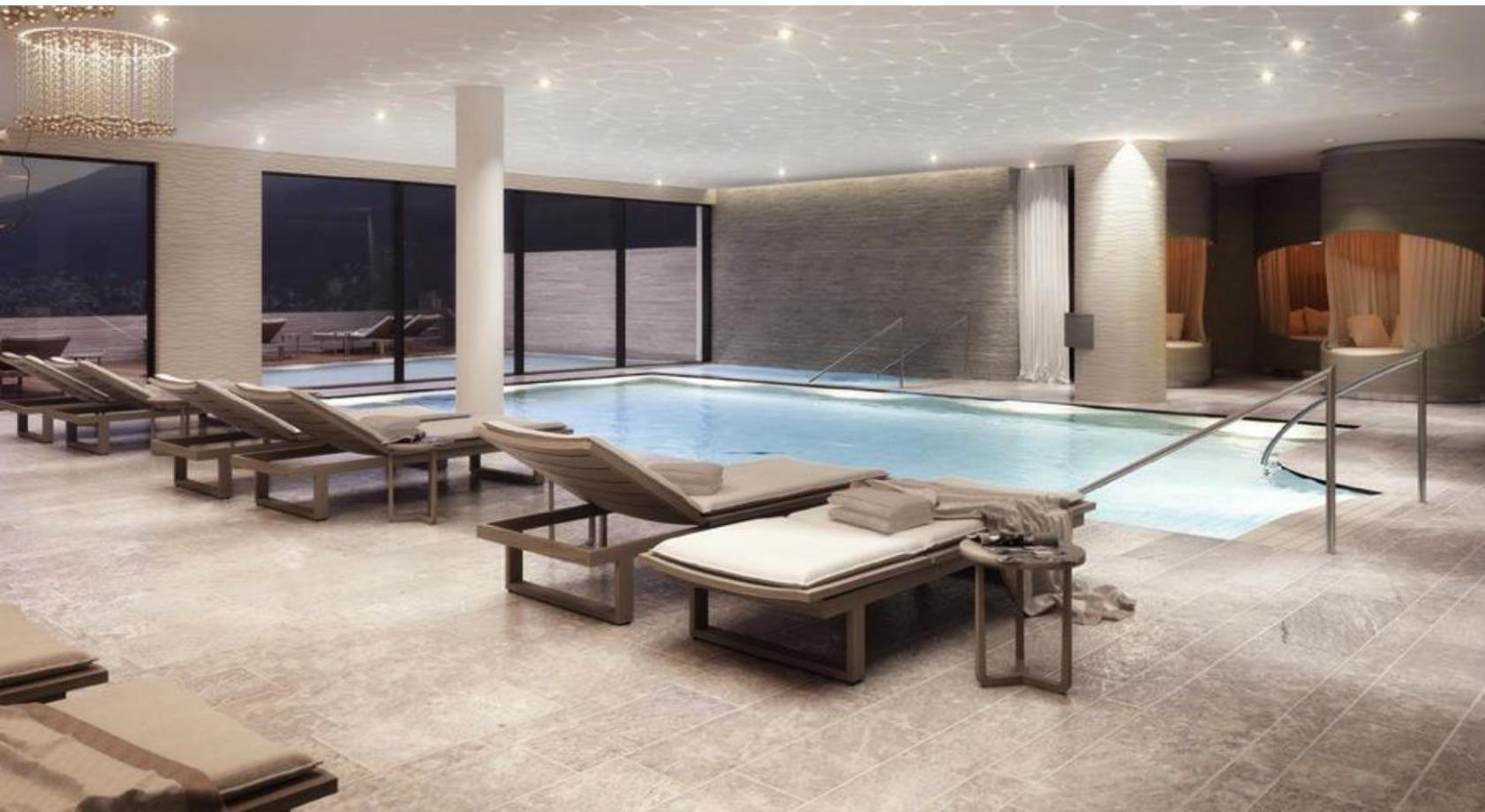




PHASE 2a

PRE-OPENING SERVICES

- OS&E specifications, including:
 - Operating supplies, products, linen, uniforms
- Spa menu & program development
- Product brand sourcing & coordination
- Spa Manager recruitment
- Staffing consultancy
- Procedural development (spa & fitness SOP's)
- Operating spa budget (year 1)
- 1-2 on-site visits or as needed *



Approx timeline: 20 weeks



PHASE 2b (Optional)

PRE-OPENING STAFFING & TRAINING

- System implementation
- On-site project management (6 weeks on average)
- On-site training and interdepartmental coordination (4 - 6 weeks)
- On-site move-in and set up
- Initial 1 week in operation on-site support

Approx timeline: 6 weeks