

How can the development of spas influence the design codes prevailing on the traditional cosmetics market?

Design of shapes, product rituals, the range of colors and materials used presentation at the point of sale

Introduction

Spa: « sanitas per aqua »: to resource one's self or a new post-industrial philosophy.

Not only Water & Rituals are at the heart of spa concept : **massagers have a key role in this concept**, regardless of the established positioning.

The large offer of techniques and rituals widens as the gestures/practices/unique product market becomes more and more sophisticated. This diversity leads to **a very rich architectural style and product identity**.

Let's explore together this enchanting and marvellous universe together, and to share with you the forecasted vision we hold at Dragon Rouge on the evolution of the beauty market.

I. Suggested analysis on the spa market

The different types of recognized spas and the associated design models (architecture, textures, and colors...): It is rather simple to take into account **4 big types of spas**.

We can therefore analyse the **Asian/Oriental/European, American models**. We believe the deep and wild nature, Aborigine traditions could be sources of inspiration.

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Oriental inspired spas

Orient has brought rituals of purifications and detoxification of the body which are **historically linked with religious rituals** which have evolved towards a celebration of beauty for the body.

- ➔ Sensuality is declined under riche and various forms: **visual pleasure for aesthetics, riche and subtle olfaction linked with active oriental ingredients.**
- ➔ A unique sensual experience which nourishes the skin through magical and **evocative ingredients**: orange flower, rose petals, olive oil, honey, rassoul, etc.
- ➔ A more **global and holistic approach**, which rehabilitates the body, femininity and leads to a more global life-style.
- ➔ Local architecture and mixed colors are **source of inspiration for western spa managers**. Texture and colors are also expressed in the product identities.
- ➔ Dark woods, flower petals, touch of colors referring to food and nourishment.

Asian inspired spas

Asia is a huge model of reference, since it represents of freedom of the spirit thanks to a global balanced body/spirit approach and an ancestral philosophical quest in this continent.

- ➔ The massage traditions are the **technical and sensorial supports** that allow experimenting this holistic and spiritual approach, perfectly integrated in everyday life. Massage also associates **the reconstitution of energetic flows and expression of the senses.**
- ➔ An important future evolution of architectural styles, product offers and design packaging are in accordance with the research of new innovative propositions lead today by Asian spas. These places are **grand sources of inspiration of all developments of Western spa concepts.** (Temple retreats in Japan, serenity houses in Bali, ...).

- The **materials** used are **noble and natural**: very dark materials to express uniqueness, majesty and sculpted according to traditional Asian traditions.
- Architecture is the answer to a conceptual rigour, where navigation axes are structured and organized to express harmony, balance and serenity.
- Purity and harmony in these spas are enriched with ornamental natural elements.

European inspired spas

Water-therapy is part of a well-being tradition that uses water as its soul identity.

- The modernity comes here from the opposition between these elements and “colder” more modern materials such as **concrete or precious** woods linked with a **purier architecture**.

Modern approaches are linked with traditional usages.

- For example, vinotherapy by Caudalie, developing a **global concept around the grape polyphenols**, the art of wine and food in the Bordeaux region.
- In Germany, we can refer to the “Reiteraln” that uses **ancestral country health rituals**: hay baths, vapour baths with pine needles or precious stones. In French mountain regions, “Les Fermes de Marie” uses **Edelweiss flower** in its skin rituals.

This explains **the different and holistic approach to beauty in these markets**: quest of well-being to more global cultural, philosophical and sensorial way of living.

- For instance for the Caudalie spas, they use **materials for architecture and design according to the country in which they are implanted**.

A new tendency of our western post-modern society: expression of freshness and customization.

- “Appartement 217” in Paris is an apartment that welcomes you to **new sensorial experiences**. The approach is **modern, individualized**, linked with “personalized” new concepts developed by hair-type spas.

Parallel to there magical concept, there is still a booming of "beauty spas".

For example Carita with "techno-poetic" architecture, sophistication of cabins, rituals prior to spa treatments, quality of service.....

➔ Mix of "modern" and "classical" materials: metal, wood, glass. Finishing translates high quality and express Brand's that build their universes (Ritz/Chanel/Dior...)

Expression of brand universe with **strong architectural elements** (for instance Guerlain and Gold, etc...). Some refinement in a world dedicated to care.

Use light and therapeutic virtues.

➔ Lancôme, Kenzo, Weleda ... as many brands as products.... Link between all these brands is **light therapy**: yellow as a source of energy, pink evokes relaxation, rest and sleep.

American inspired spas

North-America

Traditional Indian inspired spas:

➔ In Arizona with minerals, hot stone therapy, sweat lounges... Medi-spas: **inspired by plastic surgery**. Reflects body oriented trend for control and perfection, design references to surgery/hospital universe.

South-America

Surprisingly enough isn't developed in Spas yet. Potential: plant therapy, Aveda's inspiration for new concepts of spas.

II. Influence of the rising of spas on cosmetics: trend towards a global approach to beauty

NEW PRODUCTS AND STRUCTURAL DESIGN INSPIRATIONS:

Importance of massages will influence and inspire new concepts of products and design approaches:

Gestures:

- Hands
- Body
- Feet
- Face

Textures:

- Oil
- Mud
- Infusions
- Hot (Stones) or Gold
- Plant Bouquets

DESIGN PRODUCT INSPIRATIONS:

Design inspired by asian spa trends

- ➔ Inspired families: alliance of light colors, and deeper hues.
- ➔ Westernization and modernization of products is based – on top of materials – on deep and “spiritual-like” colors, forms, sometimes pure and close to standards: simplicity and essentiality.

Design inspired by oriental spa trends

- ➔ Orient is inspired by honey colors: the forms are inspired by lavish and nourishing food.
- ➔ The graphic reference could be modern or, on the other hand inspired by traditions/arabesques/Arab calligraphy.
- ➔ Magic and foreign lands of travelling are translated by the presence of accessories, often in natural materials, to perpetuate rituals and massages at home.

Design inspired by european & american spa trends

- ➔ Strong opportunity in using traditional structural local references : example through Caudalie with long forms and sterilized glass containers. Expresses dream-like state and "art de vivre"
- ➔ **Deliberate rupture between modern and tradition** through colors, inspired by the color of nature. Typography, text layout, usage of stamps enforces this double positioning modern/tradition.
- ➔ A modern inspirational approach well balanced between expertise and humour, like Bliss.
- ➔ Natural trends are rather surprising: **inspiration of forests** for Nuxe Spa Tonific: strong evocative colors of South America
- ➔ **Inspiration of traditional African-American remedies** for the body and soul with Carol's Daughter.

Medical & Beauty inspired products:

- Chanel precision: re-adaption of accessories with line

Conclusion

Spas introduce in the cosmetics industry a **new more holistic concept** which is the one of global beauty care. In terms of communication there aren't any more clear cut codes: the idea is to have a global concept coherent through every communication support, expressing **the brand essence and universe**.

A new wave of inspiration could be used from other markets, especially on **the booming "natural" trend**. For instance, with a clear differentiation of types of natural brands: **Fun and Innocent , Authentic, Environmental, Exotic & Sensual...**

III. Methodologies to explore : Dragon Rouge suggestions

- ➔ Workshop
- ➔ Forecasting analysis
- ➔ Usage studies
- ➔ Brand building and conceptualization

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