

Top global SPA design trends

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SPAs are a complex context whose architectural appearance and functional parameters depend on numerous factors. On the one hand they are conditioned by the local culture and history that is often centuries old and sometimes thousands of years old, on the other they have to adapt to the available resources and the target market they are addressing.

Modern spa design is a trend that uses innovative and creative elements to create stunning and functional spa spaces that reflect the brand identity, the customer needs and the local context.

The design can incorporate natural or recycled materials, such as wood, stone, metal and glass, to create a harmonious and sustainable environment. Lighting, color, texture and shape can be adopted to create different moods and atmospheres, such as relaxing, energizing, soothing or stimulating. Using technology, such as digital screens, smart mirrors and interactive devices, can enhance the customer experience and personalize the proposed services.

However, if we think about the future development of this sector, we must consider the most evident trends which inspire our business model, those which in any case can be defined as competitive factors at least in the short and medium term.

Therefore, the main focus on modern SPA design should include the following items:

- **The med spa:** The med spa is a trend that combines medical and wellness services to offer a holistic and preventive approach to health and well-being. Med spas can provide diagnostics, treatments, therapies and coaching for various conditions and goals, such as weight loss, anti-aging, chronic pain, stress management and immune system boosting. Med spas can also use advanced technologies and equipment, such as lasers, injections, ultrasound and genetic testing, to deliver personalized and effective solutions. Med spas are ideal for customers who want to improve their overall health and wellness, as well as prevent or treat specific issues.
- **Technology in spas:** Technology in spas is a trend that uses artificial intelligence, biometrics, virtual reality and other innovations to enhance the spa experience, personalize the services and measure the results. Technology can help spas to create immersive and interactive environments that engage all the senses, such as sound baths, aromatherapy, chromotherapy and multisensory pods. Technology can also help spas to collect and analyze data from customers, such as skin type, heart rate, mood and preferences, and use it to tailor the treatments and products accordingly. Technology can also help spas to track and monitor the progress and outcomes of the customers, such as changes in skin condition, stress level and satisfaction.
- **Positive psychology:** Positive psychology is a trend that focuses on the mental and emotional aspects of wellness, such as happiness, resilience, mindfulness and gratitude. Positive psychology can help spas to offer programs and activities that foster these positive states of mind and emotions, such as meditation, yoga, journaling, art therapy and coaching. Positive psychology can also help spas to

create a supportive and uplifting atmosphere that encourages customers to feel good about themselves and their lives. Positive psychology can help customers to cope with stress, anxiety and depression, as well as enhance their well-being and happiness.

- **Sustainability:** Sustainability is a trend that adopts eco-friendly practices and products in spas, such as organic ingredients, renewable energy sources, waste reduction and recycling, and supporting local communities and causes. Sustainability can help spas to reduce their environmental impact, save costs and resources, and attract customers who are conscious and concerned about the planet. Sustainability can also help spas to create a positive image and reputation, as well as a sense of social responsibility and purpose. Sustainability can be implemented in various ways, such as using natural or recycled materials for spa design and furniture, choosing green or biodegradable packaging for spa products, sourcing local or fair-trade ingredients for spa treatments, and donating a percentage of profits to environmental or social organizations.
- **Immersive experiences:** Immersive experiences are a trend that creates unique and memorable spa journeys that engage all the senses, such as sound, smell, sight, touch and taste. Immersive experiences can help spas to differentiate themselves from the competition, enhance customer satisfaction and loyalty, and stimulate emotional and psychological well-being. Immersive experiences can be created by using various elements, such as sound baths, aromatherapy, chromotherapy and multisensory pods. Sound baths are sessions where customers listen to soothing sounds or vibrations from instruments such as gongs, bowls or chimes. Aromatherapy is the use of natural essential oils to influence mood, health and beauty. Chromotherapy is the use of colors or lights to balance energy and emotions. Multisensory pods are devices that combine sound, light, scent and vibration to create a relaxing and stimulating environment.
- **Cultural authenticity:** Cultural authenticity is a trend that incorporates local traditions, customs, ingredients and techniques into the spa services and products, such as Ayurveda, acupuncture, hammam and herbal remedies. Cultural authenticity can help spas to showcase their unique identity and heritage, respect and celebrate diversity and multiculturalism, and offer customers a deeper and richer spa experience. Cultural authenticity can also help spas to connect with the local community and culture, learn from their wisdom and knowledge, and support their economy and livelihood. Cultural authenticity can be achieved by using local or indigenous plants, herbs or minerals for spa treatments, employing local or native therapists or healers who are trained in traditional methods or modalities, and designing spa spaces or themes that reflect the local history or art.

Reference examples in the SPA sector

The best spa and wellness brands awarded by the World Spa Awards:

- **Mandarin Oriental:** a luxury hotel chain that offers a range of spa services and products inspired by Asian traditions and modern innovations, such as signature therapies, facial treatments, massages and body rituals.
- **Miraval Resorts & Spas:** a wellness retreat brand that offers a variety of programs and activities that promote physical, mental and spiritual well-being, such as yoga, meditation, fitness, nutrition and art.

- **Aromatherapy Associates:** a spa brand that specializes in aromatherapy products and treatments that use natural essential oils to enhance mood, health and beauty, such as bath oils, candles, diffusers and skincare.
- **Elemis:** a spa brand that offers skincare products and treatments that combine natural ingredients with scientific research to deliver effective results for different skin types and concerns, such as anti-aging, hydration and cleansing.

Considering the architectural aspect, some of the most beautifully designed spas in the world are:

- **Spa architecture and interior design by Dezeen:** a collection of spas that feature stunning architecture and interior design elements, such as curved walls, glass screens, vaulted ceilings and natural materials.
- **Armani/SPA at Armani Hotel Milano:** a spa designed by Giorgio Armani himself that exhibits his signature style of minimalism and elegance, with sleek lines, neutral tones and luxurious fabrics.
- **Espace Vitalité Chenot at Selmam Marrakech:** a spa designed by Jacques Garcia that takes inspiration from the East, with carved wooden screens, perforated vaulted ceilings and artisanal Moroccan brickwork.