

Global Spa Summit

JOINING TOGETHER. SHAPING THE FUTURE.

Luxury vs. Necessity

Lessons We Can Learn from Lipstick, Candy, and Disney

General Session

Tuesday, May 19th 2009 2:35pm – 3:20pm

La Salle Cote Jardin, Victoria-Jungfrau Grand Hotel & Spa, Interlaken, Switzerland

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Since Spa and the AIG scandal became linked, Spa needs to show more substance and be less about style.

In today's situation it is more a crisis of identity...we do not know what we stand for. In Chinese crisis is written with two characters = danger + opportunity.

Luxury is not going away; it is simply being redefined and redesigned.

There is a return to REAL luxury, genuine craftsmanship, sustainability, authenticity, and the ultimate luxury will be about time.

TIME is rare but not extinct.

Lipstick, candy and Disney, what do they have in common?

Lipstick

- Has survived recessions; lipsticks deliver that feel good factor
- When times are not good, people want to feel good and look good

Candy

- Provides a need to escape.

Disney

- Is the ultimate escape, based on unreal characters and stories.
- It allows one to cuddle in a world of magic and wonderland.



All three, Lipstick, Cany and Disney, deliver an instant escape from the world. Alternative worlds provide people with a means of escape from the real world. It is usually during a new crisis that people want to escape most. Escapism is powerful.

Our industry now has an opportunity to communicate our difference. Consider these directions:

1. Turning luxury to necessity

- Make what we do relevant and compelling, who is this really for?
- Recognize that the customer is King (or queen)

2. Get down to the essence

- What exactly are we selling?
- Lipstick: features and benefits, emotional experiences, essence
- What is spa and wellness about? Immortality, “amortality”? For the customer, what spa is about is not entirely clear because of the various definitions of the word which are used

3. Become a “lovemark” brand

- The term “lovemark” as used by Satchi & Satchi to describe what happens when a brand is able to communicate on the *feeling* level
- Key to become a “lovemark”
 - Mystery: gives birth to great stories, taps into people’s dreams, it inspires
 - Sensuality: power of senses, newer marketing, portals to emotions, memories
 - Intimacy: loyalty beyond reason, empathy, commitment and passion wrapped around a big idea

Customer expectations: compatibility of opposites, indulgence, and health.



The Global Spa Summit is an international organization that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industry.