

Stockholm, November 12, 2009

World's first Raison d'Étre Spa Opens to much acclaim at The Grand Hôtel Stockholm

12 November 2009: Raison d'Étre, one of the world's leading spa development and management consultancies, has opened the doors to its first own branded spa this month at the landmark Grand Hôtel Stockholm in Sweden.

Raison d'Étre Spa is the result of Raison d'Étre's ten-year search for the right partner and location. Raison d'Étre has entered into a partnership with this historic hotel to offer guests unparalleled spa experiences. With the highest standards of service, a truly committed and sustainable approach, highly trained and gifted staff, together with innovative design and architecture as well as bespoke treatments, Raison d'Étre's spa is undoubtedly the most exciting spa opening of the year.

Architecture

Raison d'Étre Spa at The Grand Hôtel Stockholm is the first flagship spa under the Raison d'Étre name. The Nordic-inspired Raison d'Étre Spa celebrates the history and landscape of the Swedish archipelagos and expertly blends Swedish materials, design traditions and natural resources with a contemporary design. Stunning features include waterfalls and the use of slate in the swimming pool to create the sense of Swedish waters, heated lime stone floors and ash-clad walls (ash was the World Tree in Nordic Mythology) and beautiful mosaic walls with pictures of the Swedish archipelago, one which forms a backdrop to the cold water plunge pool. Every possible detail is organic, fair trade and sustainable from the use of FSC native wood, recycled glass, low emission paint, energy saving filters, all the towels and linen and so much more.

Treatments

Spread over two floors in the Burmanska Palace wing of the hotel, the 1400m² spa features eight treatment rooms and uses organic and natural treatment products, many custom-made and sourced from the local forest such as birch, blueberry, buckthorn and lingonberry. There are three main treatments known as Our Own Experiences - Be Rested, Be Balanced and Be Renewed. These have been developed over a course of three years and Raison d'Étre Spa is the only place in the world where these can be experienced. Each one is unlike any other treatment you will find from the combination of techniques, products and healing touches to the particular effect each treatment has on the body and soul. Lasting a blissful two hours, the therapist treats every guest like an individual, adapting the massage to the guest's need rather than simply following a formula.

In addition, guests can enjoy Nordic Bathing which is both cleansing and invigorating with the use of extreme temperatures through the tradition of saunas and cold baths. Other features include a stunning swimming pool, state-of-the-art and functional training fitness centre, a yoga studio and several dry and wet areas to either relax on your own or socialise with friends.



GRAND HÔTEL

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The treatment menu is extensive and offers everything from a Classic Swedish Massage, to ‘The Honeymoon’ where couples can give each other a luxurious cranberry scrub, and enjoy a bottle of champagne in the double bath overlooking the Royal Castle in the 70M² suite; and even ‘The Complete Works’ in which you have 6.5 hours of pure indulgence for £860 - this is pampering at its very best. Special weekend spa packages are available and start from approximately £260 for a one night stay for two in a double room.

For more information on the new Raison d’Etre Spa, please visit www.raisondetrespa.se

For more information on The Grand Hôtel Stockholm, please visit www.grandhotel.se

Ends

For further press information, press pack, photography or to arrange an interview with a Raison d’Etre representative, please contact Mel Cutcliffe or Isabel O’Connor at Indigo PRCo on Tel: 020 7259 1140 or email: firstnameinitialsurname@indigoprco.com

Notes to Editor

Raison d’Etre is the leading spa company creating tailor-made spas from concept to development and through to opening, training & ongoing management. They have set up over 50 spas in 25 countries worldwide and all of them are holistic and designed to provide a restoring and healing environment in which lives can be changed through the gift of self-discovery.

A member of The Leading Hotels of the World, the landmark Grand Hôtel Stockholm is a popular meeting place for locals, businessmen and tourists alike. The hotel enjoys a superb waterfront location with stunning views of the Royal Palace and Old Town and is located next to the National Museum. The Parliament buildings and Royal Opera House are close by and the best shopping district is a mere five minute walk away. There is also direct access to the docks to take a boat out to explore the archipelago.



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