

FRAGRANCE AND PERSONAL CARE

Givenchy conveys beauty brand values in Monte-Carlo spa

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Spa Metropole by Givenchy

By STAFF REPORTS

French couture house Givenchy is creating a space for hands-on exploration of its skincare, cosmetics and fragrances with the opening of its first branded spa in Monaco.

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The Spa Metropole by Givenchy at Hotel Metropole Monte-Carlo features 10 treatment rooms as well as a Givenchy beauty store, inviting consumers to explore the brand's entire range. Branded spas allow beauty labels to build an experience around their products, providing more context for their creations.

Givenchy getaway

Hotel Metropole, part of Leading Hotels of the World, was first built in 1889, and the Belle poque property was renovated in 2004. The property is located within the Carr d'Or, placing it near to Monte-Carlo's iconic casino as well as boutiques for brands such as Dior, Chanel and Louis Vuitton.

Givenchy's spa at Hotel Metropole finds a contemporary look for the storied house through its Didier Gomez-designed interior.

White marble in the entryway is juxtaposed with black lines, while treatment rooms feature an embossed wall covering that mimics the lace in Givenchy's couture garments. A digital plant wall runs throughout the spa to invoke relaxation.



Spa Metropole by Givenchy

Among the treatment rooms are a double and single suite, the latter of which houses a private bath and hammam. The treatment menu includes facials aimed at anti-aging or purifying and massages for stress relief or expectant mothers. A two-hour face and body treatment can also be booked.

Along with the traditional spa offerings, Givenchy offers visitors cosmetic consultations and lessons, teaching them how to apply day or evening makeup looks. A Pedi:Mani:Cure studio by Bastien Gonzalez pampers feet with massage and nail treatments.

Within treatment rooms, guests can customize their experience by selecting playlists developed specifically for the spa by composer and musician Batrice Ardisson.



Treatment rooms within The Spa Metropole by Givenchy

Along with their treatments, guests can book a spot in activities such as swimming lessons, yoga and pilates classes. They can also take part in boot camp or circuit training in the gym outfitted with equipment from brands such as Technogym and Kinesis.

Givenchy's spa offers the chance for visitors to explore and buy its beauty products, marking the Monaco retail debut

for its L'Atelier de Givenchy fragrance collection.

Waldorf Astoria Beverly Hills, CA opened a spa developed in partnership with Swiss skincare marketer La Prairie.

The 5,000-square-foot Spa by La Prairie offers treatments using the brand's signature products, such as its Skin Caviar collection. Hotel spa placements offer beauty brands the opportunity to provide guests and locals with an experiential introduction to their lines in a relaxing environment ([see story](#)).

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