

TRAVEL AND HOSPITALITY

## Four Seasons, Guerlain partner for wellness experience

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*The hospitality group has tapped the French brand to elevate its five-star spa. Image credit: Four Seasons Hotel Montreal*

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels and Resorts has teamed up with LVMH-owned beauty brand Guerlain to bring a new spa experience to the group's Four Seasons Hotel Montreal.

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With nearly two centuries of skincare, makeup and fragrance expertise, Guerlain hopes to elevate the Four Seasons wellness center and provide a unique experience for guests. Located inside Four Seasons Hotel Montreal, the new Guerlain Spa is expected to open on May 5, 2022.

"It is an honor to partner with Guerlain to further amplify our spa's wellness offerings and experiences," said David Wilkie, general manager of Four Seasons Hotel Montreal, in a statement.

"The addition of the Guerlain Spa at Four Seasons Montreal continues to position our iconic property as an urban destination where beauty and wellness meet the highest form of indulgence."

Guerlain at Four Seasons

To prepare for the Guerlain Spa at Four Seasons Montreal, the spa will close temporarily as of March 21 to undergo a soft goods enhancement.



*The spa at Four Seasons Montreal currently holds a Forbes five-star rating. Image credit: Four Seasons Hotel Montreal*

"Guerlain is one of the most renowned beauty and wellness brands in the world and we are very excited to be partnering with Four Seasons Montreal to create our new ultimate wellness destination," said Diane Davody, international spa business director at Guerlain, in a statement.

"The Guerlain Spa at Four Seasons Montreal will be a temple of holistic relaxation and resynchronization a place where time stands still, harmony is restored and guests emerge totally renewed."

As part of the renovation, Four Seasons and Guerlain intend to make minor design and decor enhancements in addition to new retail collections, services and treatments.

Inspired by the city of Montreal, Guerlain will introduce an exclusive "Energy & Glow in Montreal" facial treatment, as well as the "Power of Montreal" body massage treatment.

In January, the hotel group announced major plans for 2022, including an expansion of hotels, resorts and residential developments while enhancing the guest experience.

The company has more than 50 projects under planning or development, including in Italy, Spain, China, Japan, Colombia, Belize and across key markets in the United States. The announcement came after the company's long-standing shareholder Cascade closed on acquiring a majority stake in the company, bringing Four Seasons' enterprise value to \$10 billion ([see story](#)).

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