

TRAVEL AND HOSPITALITY

Belmond, Dior Beauty rollout roaming spa experience as part of new partnership

April 10, 2023



Guests of the company's Royal Scotsman train ride may now treat themselves to three tailor-made options Expertly crafted by Belmond's French partner. Image credit: Pierre Mouton for Parfums Christian Dior

By LUXURY DAILY NEWS SERVICE

LVMH-owned hospitality group **Belmond** is getting into the business of beauty.

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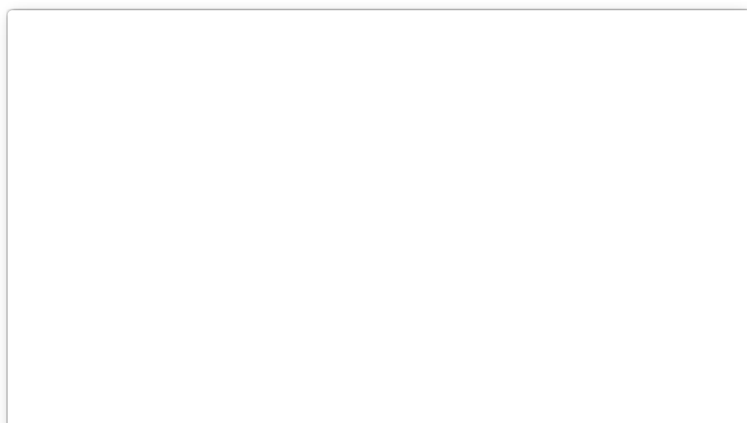
The company is setting the stage for riders of its luxury trains to embark on wellness pursuits, kicking off a long-term partnership with France's Dior Beauty to do so. With services available starting April 10, the transformation of one of Belmond's cars into the Dior Spa Royal Scotsman marks the dawn of a long-term strategic engagement between the two companies.

High-end highlands

Influences for the specific route upon which Dior Beauty rejuvenation will take place hail from the house's founder.

Placing the roaming spa aboard Belmond's Royal Scotsman, which tours the Scottish countryside, homages Christian Dior's love for the European location.

Crafted by experts at the maison, guests may now treat themselves to three tailor-made options of which body massages and facials are a part.



[View this post on Instagram](#)

A post shared by Belmond (@belmond)

A list of Dior Spa-chartered beauty rituals includes high-end purification practice "D-Travel," as well as "D-Elements," the house's full body treatment and "D-Highlands," a facial treatment.

The former service fits a duration of either 30 or 60 minutes, while its latter counterparts are designed to last a full hour. A sampling of Dior Beauty products is used throughout.

Experiences are intended to complement a slew of separate outdoor wellness activities from Belmond a new Highland Survival Adventure itinerary and a two-night gastronomic journey with esteemed culinary star, chef Tom Kitchin, comprise the company's novel itineraries, live of late.

Belmond's latest additions aside, the luxury pair have a history of propping up leisure programming.

In 2021, Dior hosted a pop-up spa at Belmond's Hotel Splendido on the Italian Riviera, just a few short seasons after a renovation and reopening revived the property.

In an expertly-executed experiential crossover, Dior created a limited-edition perfume to help those indulging in a high-end stay bottle up the experience ([see story](#)).