

COMMERCE

Aman names Maria Sharapova as first-ever wellness ambassador

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The five-time Grand Slam winner will work with the luxury hospitality company to create a string of retreat itineraries, beginning in 2024. Image credit: Aman

By LUXURY DAILY NEWS SERVICE

In an inaugural appointment, Swiss hotel chain **Aman Resorts International** is opting to tap an established sports talent.

The hospitality company has announced that retired Russian tennis star Maria Sharapova will serve as its first-ever global wellness ambassador. Aman and the five-time Grand Slam winner will work together to create a string of retreat itineraries, beginning in 2024.

Restoration and relaxation

Ms. Sharapova will soon kick her role into high gear.

Taking place next February at the Aman Thailand Amanpuri, a wellness-focused beach resort on the island of Phuket, the first of several events helmed by the champion will center recovery and performance. Throughout the three-night experiential event, guests are slated to partake in group activities, fine dining and Q&A sessions with Ms. Sharapova and other field experts.

Though details regarding other retreats have not yet been released, Ms. Sharapova recently gave interested parties a look at what is ahead for her curated event series, hosting a half-day retreat at Aman New York.

Aman has named [@MariaSharapova](#) as Global Wellness Ambassador. The elite former athlete, entrepreneur, world traveller and wellbeing advocate will co-create an upcoming series of exclusive retreats at Aman resorts worldwide. Discover more <https://t.co/k2GkZMxcR8#TheSpiritofAman> pic.twitter.com/cNCcnoiarJ

Aman (@Amanresorts) **September 8, 2023**

With rates for the shortened symposium set at \$725 and above, the former top tennis player treated guests to

breakfast and an hourlong workout session focused on strength training, as well as facial and body treatments at the brand's spa houses, over the weekend.

"I am so excited to see this partnership come to life," said Ms. Sharapova, per a recent [post](#) on social media.

"Aman has always been a place of restoration and recovery for me," she said. "As an athlete, it was where I'd decompress and set intentions for the following season and it allowed me to reconnect with my friends and family in the most beautiful and remote locations.

"If there are any takeaways from my new chapter in life, it's that it requires the same discipline and focus that my professional career had taught me."

Wellness is a booming market, with a recent webinar by research firm Ipsos stating that affluent Americans spend \$200 billion on personal care annually ([see story](#)).

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