

Company profile

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A.W. LAKE



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Main services and products

We design hotel and resort spas which are tailored to each location, boost the resort/hotel's brand value, and offer unique guest experiences. We also provide pre-opening services, create spa concepts and treatments, train therapists, custom formulate spa products and custom design spas equipment and accessories. Our "turn-key" approach pulls all the components of designing and operating a spa together into a seamless process.

Additional services & products

We create spa concepts and branding strategies for clients with established brands but also those who are just entering the spa market. We work with global brands such as BuddhaBar, McLaren, Baccarat, as well as bespoke brands in Asia in developing their Spa brand philosophy, signature treatments, and operational and retail product range.

Unique selling points

Many companies offer design and consultancy services or supply products only. A.W. LAKE covers all the bases. We can carry a project from A to Z and that's a significant added value for our clients.

How many spas do you supply?

We supply products to around 60 high-end hotel spa brands worldwide.

Top Clients

Away Spas at W hotels (Bali, Maldives, Singapore), Duniye hotels in Maldives, Buddha- Bar in Paris, Evian and Doha. Four Seasons spas in Asia and Middle East, St Regis, Westin, Luxury Collection, The Capella hotels.

Where in the world?

We supply all over Asia/Pacific, including China, as well as Middle East, Europe and America.

2014 trade shows

Isaloni Exhibition, Milan Italy; Asia Spa Awards; Spa China Awards

Goals for 2014

We are currently working on a concept that offers city/business/urban boutique hotels an 'alternative' to having a spa on their premises. With the current city hotel spa average capture rate at 3-5 per cent, it is apparent that the current spa model is not meeting the consumer's expectations, needs or demands.

New products & services

We have launched PURE – a high performance skin care and body products that harness the potency of nature and science and deliver safety and performance, not empty promises. Other new product launches: PURE TDA Facials, PURE Cashmere.

New markets in 2014

Many of our upcoming projects are based in China. Therefore we are expanding our product offer and setting up production and distribution facilities in this country.

Major spa projects in 2014

We are developing the PURE SPACE concept. It is for everyone who wants to 'feel good' and 'be good' while juggling life's competing priorities. It is a place to top-up, tune-up, catch-up while on the go. It is a place you would visit daily. And each time you do, you will, effortlessly, be doing something good for yourself.



Adria W. Lake, Founder/Owner/Managing Director



www.pureonlinestore.com