

From Dior to Kate Moss, the most  
coveted names in high fashion are  
creating the ultimate wellbeing  
experiences, says Leo Bear



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hen British fashion designer Alice Temperley recently returned from NIHI Sumba, a wildly luxurious resort in Indonesia, expounding the healing virtues of equine therapy, no one batted an eyelid. She was just the latest fashion name to re-evaluate their lifestyle, prioritising wellbeing and embracing a more holistic approach.

To dismiss this new age approach as self-indulgent would be unwise. Over the past decade, the global wellness tourism sector has devoured a massive chunk of the travel industry's market share. Data from the Global Wellness Institute suggests wellness tourism is growing at an astonishing rate of 36 per cent year-on-year and, according to Virtuoso, 94 per cent of today's travellers want to incorporate self care into their travels. Should you need further proof, Gwyneth Paltrow's wellness and lifestyle brand Goop is currently valued at US\$250 million.

Cast your mind back to the moment in September 2022 when another high-profile celebrity, Kate Moss, launched her holistic wellness brand, Cosmoss. Rituals inspired by the supermodel's personal daily wellness practices promised "harmony for mind, body and soul". Some onlookers were sceptical, but nothing is more relevant these days than self care. Detox is *de rigueur*. And the fashion world does not want to miss out. At the luxury conglomerate LVMH's Cheval Blanc Randheli retreat in the Maldives, for example, the very air that spa-goers breathe

*Previous page: the Dior spa at Hôtel Plaza Athénée. This spread, clockwise from bottom left: at Cheval Blanc Randheli in the Maldives, guests can enjoy wafts of the signature scent created by Dior's head perfumer; Kate Moss is taking self-care rituals to the next level with Cosmoss; Alice Temperley embraces equine therapy in Indonesia; the lavish Guerlain Spa at One&Only The Palm in Dubai; relaxing treatments at Hotel Metropole's Givenchy Spa; Dior pop-up spa cabanas at Belmond's Grand Hotel Timeo*







practically turning people away. And, if you would like to try one of Moss's half-day Cosmoss Dusk Retreat rituals, you will need to join the waiting list at The Spa by Yoo in the Cotswolds, England – and you might be waiting a while.

In terms of creativity, Dior is the front-runner. Last summer, its pop-up spa cabanas were the talk of the Italian Riviera. Clad in Toile de Jouy motifs and chic rattan, they added a dash of *je ne sais quoi* to the lush gardens of Belmond's Grand Hotel Timeo in Taormina and Belmond Hotel Splendido in Portofino. The stylish set lapped up the heavenly Dior treatments on offer (including the Dolce Vita Solar Glow, a 60-minute treatment – either a head-to-toe application of SPF or after-sun balm, depending on the time of day) and raved about the 'rustic' outdoor elegance of it all. No surprise that the cabanas are back, featuring a shimmering new range of 'transcending' treatments inspired by the phases of the stars and the moon.



has notes of high fashion, with cardamom, rose and driftwood custom-scented by the Dior master-perfumer François Demachy.

"It's no surprise that today's high spenders are turning to the big-name fashion houses for their wellbeing needs," says Lucie Weill, the founder of Lily of the Valley, a beacon of wellness on the St Tropez peninsula in the South of France. "What they're getting is an elevated spa experience. The attention to detail is off the scale. Above all, people trust them."

Weill, herself, left a job in fashion at Givenchy in Paris to pursue her new path in luxury wellness. "Today, the trends are all about living well and ageing well. Our philosophy at Lily of the Valley is to combine pleasure and wellbeing – and to give people the results they want." In other words, to look good and feel good.

## WELLNESS: THE NEW LUXURY

Scratch under the surface of the spa industry and you will discover the demand for "wellness haute couture" has skyrocketed. At Hotel Metropole's Givenchy Spa in Monte Carlo, which offers Givenchy's cult range of Le Soin Noir black algae facials, the appointments diary has never been busier, while over in Dubai, the pretty-as-a-pearl Guerlain Spa at One&Only The Palm is





Dior will also be taking over the spa (and iconic, pink-striped outdoor pool area) at the Beverly Hills Hotel in Los Angeles for the rest of the summer. There are custom-designed Dior spa treatments, a full-scale Dior boutique – even a mobile Dior ice-cream cart. “This collaboration adds a touch of excitement and fun to our guests’ stay,” explains John Scanlon, General Manager at the hotel. “And it solidifies the Beverly Hills Hotel’s status as both a cultural destination and a fashion destination.”

In Dubai, The Lana (Dorchester Collection’s latest hotel opening) has also unveiled a Dior spa. A gracefully contoured space located on the 29th floor with glossy views of the Burj Khalifa is the place to be seen in head-to-toe waffle towelling. Following a massage with semi-precious stones or a luxury barber experience, spa guests are invited to treat themselves to something sparkly from the latest Dior jewellery collections. The high-house has also created a sanctuary-like spa in the heart of Paris, located in the basement of Hôtel Plaza Athénée, combining hands-on expertise with cutting-edge technologies. What’s not to love?

Guerlain is hot on Dior’s (well-buffed) heels. Last year, it was the chosen spa partner for Belmond’s revamped outpost in Mexico, Belmond Maroma (a splendid beach-hugging luxury hotel) and this year, the partnership

*Clockwise from top: Dubai’s The Lana Dior Spa is 29 floors up; Guerlain has partnered with the Cap Juluca spa; Dior brings fashion and fun to Beverly Hills Hotel’s poolside area; Cartier’s luxurious Les Bases à Parfumer skincare collection was newly launched this year to great acclaim*





has been extended to Cap Juluca on the sleepy tropical island of Anguilla. “We are bringing a new level of wellness to the Caribbean,” says Arnaud Champenois, Senior Vice President of Global Brand & Marketing at Belmond, speaking about the unrivalled allure of fashion brands and the power they have to draw people in. “They bring a number of attributes to the wellness arena: global recognition, prestige and an elevated aesthetic. This synergy in excellence and craftsmanship has enabled us to elevate our wellness offering and give our guests an even more unique travel experience.”

Cartier wants some of the action, too. Its Les Bases à Parfumer by Cartier – a collection of skincare balms and aromatic oils – was one of the most highly anticipated launches of 2024. Rich in Peregrina oil (derived from the white-blooming Moringa Peregrina tree native to Saudi Arabia), the products contain anti-inflammatory components said to help the renewal of skin cells. Needless to say, the



young and beautiful are falling over themselves to own the golden tinctures.

“It’s a natural meeting of minds,” says fashion insider Candice Lake. The Australian-born photographer and contributing style editor at *Vogue* works with brands such as Cartier, Louis Vuitton and Jimmy Choo on a regular basis and has a long-standing relationship with the German skincare founder Dr Barbara Sturm. “Both fashion and wellness can empower us to feel confident and be more in control of our lives,” says Lake. “Whether it’s through wearing a new designer outfit, buying a new face cream or adopting a new wellness practice, if it enhances our overall wellbeing then it has to be a good thing, right?”

Impossible to disagree. But how will it all pan out? Will we be making appointments to see Dior doctors and Chanel nurses in the not-too-distant future? Two years on, Moss’s Cosmoss products are winning *Vogue* Beauty Awards, her new range of incense sticks are flying off the shelves in London, Paris and New York, and, judging by Moss’s recent movements – she was spotted at RAKxa, one of the world’s leading integrative medical-wellness institutions in Thailand, with the spiritual wellness guru Deepak Chopra – she’s not swerving.

Grab a front row seat. Feeling good is the new looking good. **8**