



SPA ESCAPE

SPA & WELLNESS PRODUCTS ARE BOOMING – AS THE WORLD BATTLES COVID-19 – AND ARE BEING SOUGHT TO AID PHYSICAL & MENTAL WELLNESS

BY BINDU GOPAL RAO

1. The Jaquar range of wellness products are high on technology as well as energy- and cost-efficiency.

Home is a space where people look to unwind after a long day of work. With the ongoing pandemic, more wellness or relaxing corners are being created in homes as a specialised space to unwind.

LAUNCHES & MORE

Bathrooms continue to be the key element playing multi-functional roles in homes. Today's bath space is a peaceful sanctuary with luxury touches. Wellness is one of the most important zones in the bath space – the other three areas being the basin area, shower area and the water closet area.

"For consumers with high-end lifestyles, the wellness seg-

ment has evolved significantly. From being a luxurious out-sourced indulgence to a daily wellness regime out of home, wellness centres in residential townships and wellness zones (comprehensive range of products like whirlpool, spa, steam and sauna bath) in individual households are seeing a surge in demand. These wellness zones are not only restricted to dedicated bath spaces, but places like rooftops, kitchen gardens and even wellness centres as an extension of the house. These zones are often termed 'wet-wellness' among architects in India and across the world," explains Sandeep Shukla, head Marketing & Communication – Global Operations, Jaquar Group.

While this concept is still gaining momentum, the key



2. Sandeep Shukla, head Marketing & Communication – Global Operations, Jaquar Group.

3. Eshwar N, chief marketing officer, Casagrand.



reasons for an attraction towards this category are awareness, higher disposable incomes, and an improved quality of lifestyle. Jaquar has recently launched two products in the freestanding bathtub category called Tiaara and Confluence, which are made from solid surface material, for better heat retention. The Jaquar range of spa models or 'well-being circuits' are high on technology, energy and cost efficiency, created with the primary vision of facilitating relaxation of not just the body but also the mind. Cushioned headrests, ergonomic seats and a host of high-performance features ensure the ultimate spa experience.

SERENITY BECKONS

Some of the products that are trending in the wellness space include air purifiers, mosquito magnets, pest-free drains, air purifying plants, vitamin C infused showers and sleep promoting gadgets in the bedrooms.

"Usage of scented incense, candles, soothing warm lights, a relaxer massage chair, bath salts and luxury bathrooms

with bathtubs or even creating a space with air purifying plants, certain indoor flowering plants, small water fountains, wind chimes, fish ponds and mild soothing music, creates a much-required serene look," says Eshwar N, chief marketing officer, Casagrاند.

MARKET MUSINGS

The wellness economy, which is currently estimated at around \$ 4.5 trillion, is expected to boom post-COVID-19. In the long term, the changing demographic of the consumers will take centre stage for the wellness industry, including spas. With stress becoming a part and parcel of our fast-paced lifestyle, converting a bathtub into a spa experience will be the preferred choice. There are a wide range of wellness products on offer to help relax one's body, calm one's nerves, and invigorate one's senses. The primary motive behind such features is to accentuate and customise experiences, offering customers the maximum benefit. A stimulating power bathing experience is therefore a must, today, to unwind, replenish and recharge our stressed-out bodies.

Aakanksha Shridhar, principal design director & design entrepreneur, Aakanksha Shridhar Designs, says, "Spa and wellness are highly experience-oriented rather than just being product-/ service-oriented, which is exactly why the ambience plays an equally important role as that of products, or it may be more important than products in many cases, as to how the entire experience is curated and the vibe it offers to an individual spending a certain amount of time in that space."

TRENDING TALES

In recent years, the demand in spas has gone beyond the



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4. Aakanksha Shridhar, principal design director & design entrepreneur, Aakanksha Shridhar Designs.

5. Rajeev Karwal, founder chairman, Milagrow Humantech.

6. Shreya Shah, principal designer, Shreya Shah Design.

7. Aakanksha Shridhar Designs understands that spa and wellness are highly experience-oriented rather than just being product-/ service-oriented.

8. Milagrow RedHawk is intelligent, obedient and created for the sole purpose of helping people.

9. Milagrow's domestic robots for floors come with HEPA filters, UV disinfection and antibacterial body to make your home fully germ free.



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aesthetics. The role of technology in the evolution of spas has certainly spiked. Therapeutic treatments such as hydro and chromotherapy are certainly trending in most premium and luxury spas. The biggest trend is having a good showering system with multiple flows to give you a different experience of water touching the body. It is also one of the most common ways of having wellness products at your home. Whirlpool tubs and steam machines are other products in demand.

Rajeev Karwal, founder chairman, Milagrow Humantech, avers, "We have launched a new floor robot, which can kill the COVID-19 virus from floors, and acts as an air purifier too. We have also launched a new back massaging robot, which is voice-operated. Robotic process automation will even help in movement augmentation and physiotherapeutic rehabilitation."

A lot of trends followed in ancient times are now showing up in modern design in contemporary ways. Shreya Shah, principal designer, Shreya Shah Design, explains, "For crystal lovers, natural stones and minerals can be incorporated in the design aesthetics rather than having just an element of a product. Crystal chunks, diffusers, water bodies, ambient and leisure lighting can be well planned during the designing phase rather than just having them for styling purposes."

HOMING IN

Spa and wellness products create a sense of calmness in a home space and can be integrated in two different ways. Behzad Kharas, chairman & managing director, The BNK Group, explains, "Passive or indirect ways like having a chromotherapy and aromatherapy shower system in the bathroom, and aromatics and oxygen-rich plants within the home for a better sense of well-being. A dedicated spa and wellness room should be within your home if you have the luxury of space. Right from self-grooming activities like hair, nail and foot treatments to full body massage rooms, sauna and steam; you can have the works incorporated in your home if you have the luxury of space."

Darshana Patel, co-founder and creative head of Signa



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10. The BNK Group has kept the best of wellness design in mind for its Sky Villa project.

11. Sky Villa by The BNK Group uses neutral tones.

12. Behzad Kharas, chairman & managing director, The BNK Group.

13. Darshana Patel, co-founder and creative head of Signa Design.

Design, adds, "The objective of a spa/ wellness product in a home décor should be comprehensive to achieve the goal of relaxation, destressing and well-being, and hence it should appeal to all senses including taste, smell, sight and touch. The Peloton bike is a foldable yet functional wellness device that has personal workout sessions coupled with social engagement, which has been missing due to the pandemic lockdowns and the inability to use gyms or outdoor facilities."

It is such innovations that will continue to push the envelope as far as spa & wellness products are concerned. 2021