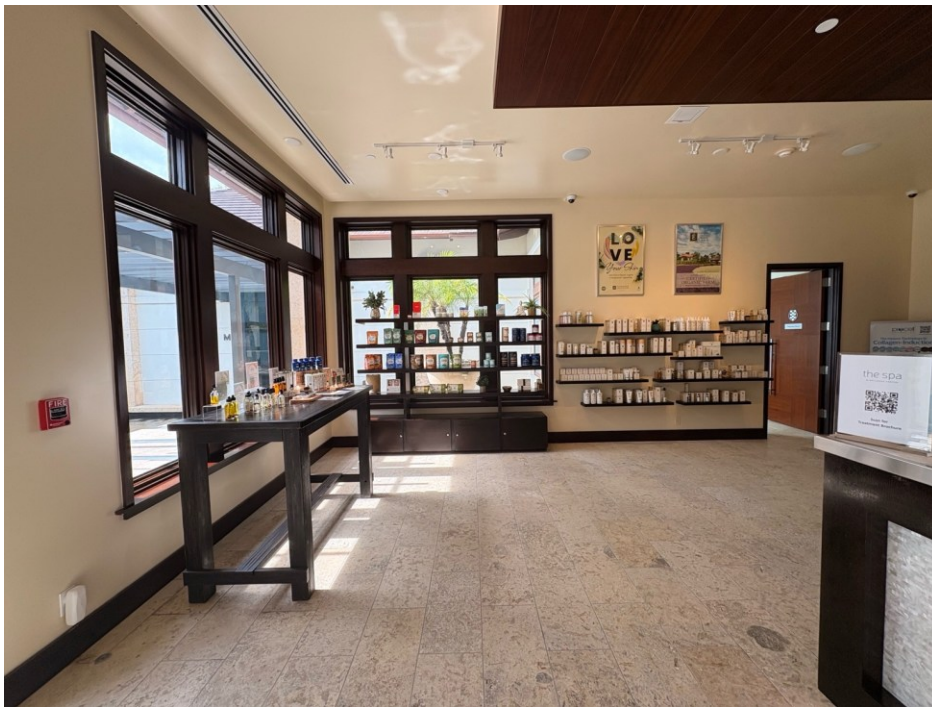


Spa Retail & Reception Redesign

Before

The retail/reception area, while clean and functional, felt underutilized and lacked a cohesive design identity. The space featured:

- Minimal product displays with limited visual impact.
- Large windows without soft treatments, creating harsh light contrasts.
- Standard seating that did not reflect the spa's luxury aesthetic.
- Uninspired use of wall space, leaving the room feeling sparse.



After: Concept + Improvements

The redesign centered around transforming the area into a curated retail and relaxation experience that blends spa ambiance with lifestyle retail sophistication.

Key Improvements

1. Retail Elevation

- Introduced modern industrial shelving with clean black frames and white shelving for a bold, structured look.
- Added round display tables in the center of the space to encourage product exploration and highlight feature items.
- Organized shelving with spa and supplement products, displayed boutique-style to create visual abundance and encourage sales.

2. Luxury Seating Lounge

- Replaced the original sofa and chairs with sculptural, curved seating and light-toned accent chairs.
- Added neutral-toned poufs and side tables for flexibility and layered comfort.
- Introduced floor-to-ceiling soft curtains with woven natural shades to diffuse light and soften the overall aesthetic.

3. Atmosphere Enhancements

- Layered in a neutral area rug and indoor greenery to balance warmth and tranquility.
- Created a cohesive palette of soft beiges, creams, and natural woods, elevating the spa's identity as modern and serene.
- Positioned artwork and wall décor strategically to add character without clutter.



Concept Summary

This redesign reimagines the reception as both a welcoming lounge and a dynamic retail showcase. The space now invites guests to linger, browse, and connect with products as part of their spa journey. The combination of high-end furnishings, curated displays, and layered textures communicates luxury, wellness, and sophistication — aligning the guest experience with the spa's premium positioning.