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Wellness on the Move

Interview with Adria W. Lake, Founder and Managing Director of A.W. LAKE 360° Wellness Design



When speaking of how emerging global trends and new market demands will change the way we design and operate spas, “To stay relevant we must understand and meet the demands of the 21st century Wellness consumer”, said Adria W. Lake, Founder and Managing Director of A.W. LAKE 360° Wellness Design.

What is the 21st century Wellness consumer and how do spas cater to their new demands? To solve the problems and stay abreast of the new trend, Uberwell™, a fully integrated WELLNESS – driven products, technology, and services is created at A.W. LAKE. SpaChina interviewed Adria for more details about her new innovation.

What is your inspiration to create the idea of Uberwell™?

Two things: the fundamental shift in consumers’ attitude and outlook on health and well-being and the accelerated development in technology to support them. When you see two global trends converging, then you know

something big is coming and you’d better act or miss out on a monumental opportunity.

Less than a decade or so ago, we relied on doctors to tell us what is wrong with our health and what to do about it. Now, we have unlimited access to data and information and, most of us want control over or play an active role in maintaining and safeguarding our own health. Of course, we still need to know what to do with the information or how to apply them, but we have also become much more inquisitive to find answers from sources such as blogs, on-line communities and other sources for advice to educate ourselves.

We coined the term Uberwell™ to encapsulate the aspirations of this new consumer group. And we are developing Uberwell™ products and services to keep our clients at the forefront of this global mega-trend.

How do you rate the market potential of mobile spa services?

Mobile spa services are inevitable. And the trend is only the tip of a huge iceberg. Many more mobile health/beauty/wellness related services are flourishing and will become the new ‘norm’. The potential of the “on-demand” market is huge and it is just a matter of time before we can get any services we want wherever we want them. This, however, is not necessarily a threat to hotel services. Travelers are not the key target market for most mobile services. And the majority of hotel guests prefer to use services offered by the hotel

as long as they meet their needs and expectations. Hotels should see this a great opportunity to position their services as the ‘best’ and most dependable choice.

What’s the development status for Uberwell™?

We have been working on the concept and idea behind UBERWELL™ for more than three years now. The way hotel spas are we designed and operated is outdated and is an unsustainable business model. At the same time, independent spas outside the hotels are thriving, offering similar services at much lower rates. The first of our Uberwell™ products and services is the Uberwell™ trend blog – which was launched in September 2015, and is already going through a major makeover that will make the blog much more dynamic, interactive, and useful with features such as practical trend applications, UBERWELL™ design standards, consultancy services, app, and much more.

How do you plan to work with wellness partners such as hotels and spas?

Hotels and spas are our core clients, and the UBERWELL™ concept has been designed and created with their requirements in mind. We aim to work with different hotel brands in creating Uberwell™ spaces and experiences throughout the hotel, and in doing so, we will optimize space utilization, profitability, and most important, the guest’s overall experience.

Who are the target users for Uberwell™ Generation?

The Uberwell™ generation spans age groups, demographics, and economic divides. The Uberwell™

consumer is anyone and everyone who is interested in living happy, active, and fulfilling lives. But they are also tech-savvy, socially connected, and skeptical and/or pragmatic. They are the “show-me” generation that seeks tangible proof or result, rather than fluff. Wellness means different things to this generation. To some, it means looking good and feeling confident; to others it is about peak performance, mental clarity, and productivity; there are those who simply want to stay engaged, connected, and have the energy to enjoy an active lifestyle. This is why, an Uberwell™ space is designed so that you can create your own experiences.

How do you see the China market?

The Chinese consumer is one of the most health-conscious in the world. China is also the birthplace of one of the most complex, complete, and holistic systems of wellness: the traditional Chinese medicine (TCM). So, I have no doubt that the Uberwell™ principles will resonate with the Chinese consumer and it is our great hope that it will be well received here.