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27 Feb 2012

A.W. Lake to create spa strategy for Dubai Pearl

BY TOM WALKER



A.W. LAKE Spa Concepts (A.W. Lake) has been appointed master spa strategist for the US\$4bn (3bn euro, £2.5bn) Dubai Pearl project in Dubai.

The company has been tasked with designing the strategy for all of Dubai Pearl's world class spas, which include international brands such as Baccarat, Bellagio, and MGM.

When completed, the 1.86million sq m (20million sq ft) destination will feature 1,500 luxury residences, five-star hotels, more than 60 restaurants, art galleries and theatres as well as office and retail space.

The number of spas has yet to be confirmed, but A.W. Lake will position each within their brand while aligning them with the overall vision of Dubai Pearl.

Adria Lake, managing director, said: "Our strategy focuses on bringing new and untapped markets to the spas by creating synergies not only amongst the spas but also by integrating them with Dubai Pearl's extensive retail, F&B, and lifestyle offerings."

Located within the Dubai Media and Technology Free Zone (TECOM) overlooking Palm Jumeirah, Dubai Pearl will be owned by Pearl Dubai FZ LLC, a consortium of investors led by the Al Fahim Group.

The first hotels are scheduled for opening in 2013.

Abdul Majeed Ismail Al Fahim, chair of Pearl Dubai, said: "As construction continues on the project, Dubai Pearl has brought together the top consultants in their sector, the best in class.

"This goes from the master plan to the construction down to the smallest details which includes the healthcare and the wellbeing services that will be provided in the development".

Established in 2001, A.W. Lake's previous projects include the Away Spa at W Retreat & Spa Bali and St. Regis Lhasa Tibet. Current projects include W Quayvies in Singapore opening April 2012, St Regis Zhuhai and other spa destinations in China.

Details: [click here for A.W. Lake](#) and [here for Dubai Pearl](#)

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