

spa business

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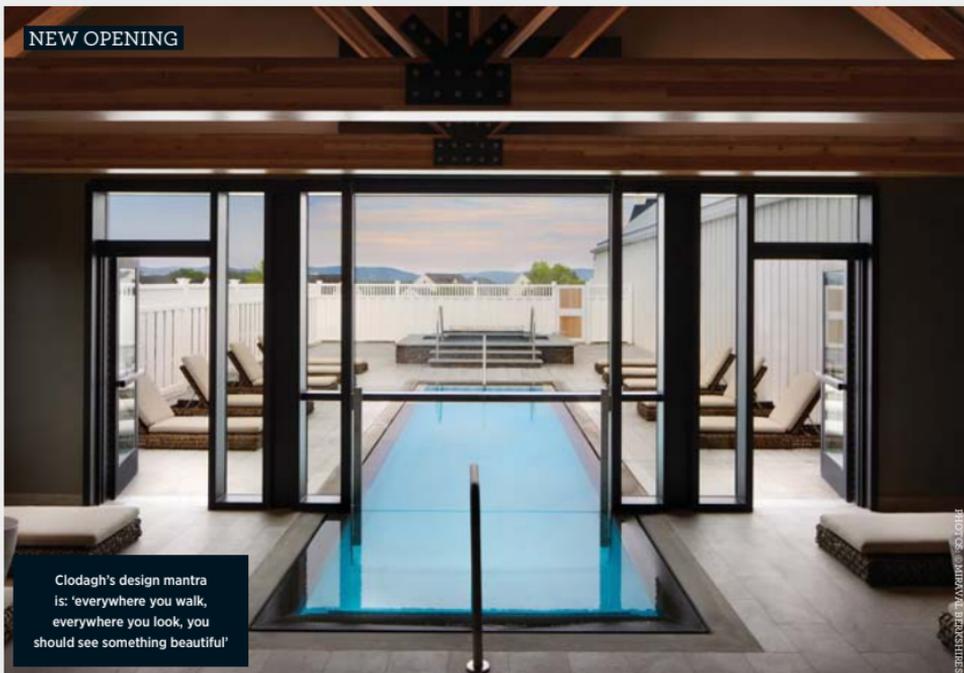


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Forbes Travel Guide
Brand Official 2020





Clodagh's design mantra is: 'everywhere you walk, everywhere you look, you should see something beautiful'

STANISLAW WAWRZYNIAK

Clodagh reveals design inspiration at Miraval Berkshires

The rollout of US destination spa brand Miraval continues under Hyatt's ownership with the recent unveiling of its third resort and spa Lenox, Massachusetts.

The new 100-key Miraval Berkshires is immersed in a 380-acre woodland setting – originally designed by Frederick Law Olmstead, the landscape artist behind New York's Central Park.

New York-based Irish designer, Clodagh, who previously designed Miraval's flagship spa in Tucson, was responsible for realising the 29,000sq ft spa with 28 treatment rooms – the largest in Miraval's portfolio. "The spa echoes the original in Tucson and our mantra is



'everywhere you walk, everywhere you look, you should see something beautiful,' she says.

The spa was built with the brand's signature treatments in mind, such as an indoor spa pool room for the signature Vasudhara water treatment, and a room with reinforced beams for aerial yoga or Naga Thai yoga massage where therapists support themselves using silks from the ceiling to increase stretches.

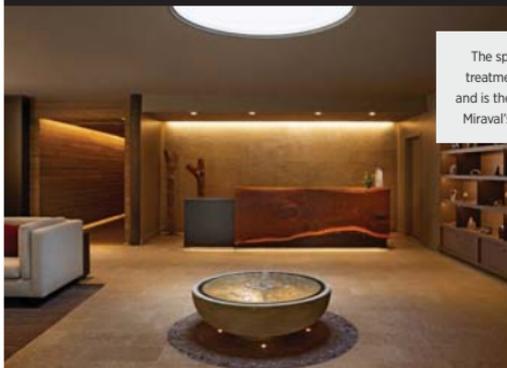
In addition, the menu features new experiences developed in collaboration with natural beauty brand Naturopathica.

A range of wellness and fitness activities are offered in the Body Mindfulness Centre, while an onsite ranch offers year-round equine programmes which Miraval is famous for.

CLODAGH PORTRAIT © JONATHAN BECKEMAN



Rooms have been built with signature treatments, such as aerial yoga, in mind



The spa has 28 treatment rooms and is the biggest in Miraval's portfolio



Destination spa rollout: this is Miraval's third property