



PRESS RELEASE

The Khyber Spa by L'OCCITANE Opens at The Khyber Himalayan Resort & Spa, Gulmarg

Brings the celebrated traditions of Provence and Mediterranean well-being to Gulmarg through its unique treatments and products

Gulmarg/New Delhi 06 February 2014: The Khyber Himalayan Resort and Spa, Gulmarg's first luxury resort, announced the opening of its world class international spa, **The Khyber Spa by L'OCCITANE** and **The Khyber Wellness Block**. Within a year of its launch (in December 2012), the resort has earned accolades for its design, services and hospitality. It will now offer luxurious and holistic spa treatments inspired by traditions and rituals of Provence, France to its discerning guests from across the world and India.

Situated amidst the picturesque Himalayas, **The Khyber Spa by L'OCCITANE** located within the resort provides an experience of Provence in Gulmarg along with stunning views no matter where you are. With three single treatment rooms and two Couple suites, each with its own private steam chamber, **The Khyber Spa by L'OCCITANE** is a place to unwind and be pampered, be it after an exhilarating ski session, or a leisurely walk in the dense woods or meadows, or at the beginning of your day.

"We are delighted to be associated with L'OCCITANE which is a well recognized French beauty and wellness brand across the world. It will offer world class spa treatments and unique therapies that will enhance the charm of Gulmarg," said **Umar Trambo, MD, Pinnacle Resorts Pvt. Ltd, promoter of The Khyber Himalayan Resort & Spa, Gulmarg, on the opening of The Khyber Spa by L'OCCITANE.**

"Opening of **The Khyber Spa by L'OCCITANE** is a marriage of luxury with style and well-being. Through The Khyber Himalayan Resort and Spa we will be able to serve travelers to Kashmir and provide an international or rather Mediterranean experience in Gulmarg itself." said **Mr. Darpan Sanghvi, MD, Sanghvi Brands, that is L'OCCITANE's exclusive Spa partner in India.**

"We are very excited about the launch of The Khyber Spa by L'OCCITANE in Gulmarg, which will certainly be a new landmark for the resort and L'OCCITANE Spas. For brand L'OCCITANE, it's a new, important milestone in the development of our footprint on the Indian continent, which goes parallel to the development of our retail network" says **Gilles Moutounet, Country Head (India) for L'OCCITANE.**



The Spa aims to bring to life the invigorating climate of Gulmarg. Be it spring, summer, autumn or winter, guests can choose from a repertoire of signature treatments specially crafted with home grown seasonal flora combined with original L'OCCITANE products and pure water from the springs in the Himalayas.

Just as Provence is a unique restful place, the spa at the resort too is your “Piece of Paradise.” It is a haven of tranquility where rejuvenating the body and soul is the prime focus of the well-trained staff. The Lemon Balm signature massage for instance is a blend of Balinese, Swedish and acupressure massage techniques that rebalances the skin and revives the inner energy through the senses. For the skiers, the Deep Tissue Intense Relief massage is an ideal recuperation after their exhilarating run on the slopes of Gulmarg. Apart from this, the menu offers a gamut of over 50 rejuvenating treatments from aroma therapies to concentrated deep massages to nourishing body scrubs and body wraps for complete wellbeing.

The spa experience at **The Khyber Spa by L'OCCITANE** begins with a welcome ritual and then the guest is taken on a relaxing journey, sequenced at every step by soothing and energizing aromas. The voyage continues through massages, relaxing music and herbal teas inspired by Provencal traditions. Wellness Consultant and Spa Manager, Dr Praseed Nair is always at hand to provide expert advice on treatments best suited to an individual.

The Khyber Spa by L'OCCITANE is a fusion of Indian and Mediterranean well being. In order to preserve the beauty and natural environment, the products used are made of natural materials with traceable origins. In addition, features like an in-house laundry and minimalistic use of utilities ensures the most hygienic and eco-friendly experience.

Adjoining the Spa in **The Khyber Wellness Block** is a state of the art gym with the latest equipment, separate steam and sauna chambers for men and women and an impressive heated indoor pool offering dramatic views of the mountain ranges.

The resort in a short span of just one year of operations has received recognition from Condé Nast Traveller India's, Readers' Travel Awards where it was voted as 1st Runner Up – Favourite Boutique Hotel – India, for 2013. Earlier in the year the resort also featured in the Condé Nast Traveller India 2013 Hot List. The resort has also been featured as one of Asia-Pacific's best new hotels and resorts for 2013 in the Destination Asian Luxe List 2013.



About The Khyber Himalayan Resort & Spa, Gulmarg

The Khyber Himalayan Resort & Spa, Gulmarg located at an elevation of 8,825 ft. in the Pir Panjal range of the majestic Himalayas is spread over seven acres in a pristine pine valley. This international class, 85-key resort, clad in timber and stone, offers breathtaking views of snow capped Affarwat peaks. Also situated here is The Khyber Spa by L'OCCITANE with stunning vistas from all its treatment rooms, offering luxurious and holistic spa treatments inspired by the rituals of Provence, France. The Wellness Block spread over 8000 sq. ft, includes a Gym, separate steam and sauna rooms for men and women and a heated indoor swimming pool. The awe-inspiring location of the resort combined with the unfolding drama of Gulmarg's changing seasons has been tempting guests to return again and again. The resort is an easy walk from the Gulmarg Gondola, the highest ski lift in the world.

About Spa L'OCCITANE

The luxurious Mediterranean themed Spa L'OCCITANE invites every guest to open the door to a Spa in Provence, to experience the simple warmth of sunny soil and a unique journey. Every gesture, every ingredient is drawn from the L'OCCITANE grand herbarium, providing an unforgettable authentic and sensorial experience for its guests.

With an incredibly wide and yet bespoke set, Spa L'OCCITANE has an unparalleled expertise in catering to the needs of the most individual and yet diverse tastes. Our therapists and operations team receive their training from the Spa L'OCCITANE team in Paris and Hong Kong. L'OCCITANE branded Spas are currently present in over a dozen countries worldwide and we launched the first set of L'OCCITANE branded Spas in India in 2010 to great acclaim from the Media and Award associations globally. Within three years of launch, Spa L'OCCITANE has become the number 1 international Spa brand in India with locations in 10 cities in India. Every L'OCCITANE branded Spa in India will also exclusively retail L'OCCITANE products.

For more information on The Khyber Himalayan Resort & Spa, Gulmarg, please visit www.khyberhotels.com

Press enquiries –

Anuradha Kapoor
soulmedia
+91 9811154566
anukap@gmail.com

Meenakshi Sachdev Varma
soulmedia
+91 9810512307
meenakshi.sachdevvarma@gmail.com

Attachments:

1. Images (2) -The Khyber Spa by L'OCCITANE at The Khyber Himalayan Resort & Spa, Gulmarg
2. Logo -The Khyber Spa by L'OCCITANE
3. Menu- The Khyber Spa by L'OCCITANE

-End of document-