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SPA & WELLNESS PRODUCTS ARE BOOMING — AS THE WORLD BATTLES COVID-19 — AND ARE BEING SOUGHT TO AID PHYSICAL & MENTAL WELLNESS

BY BINDU GOPAL RAO

ome is a space where people look to unwind after a long day of work. With the ongoing pandemic, more wellness or relaxing corners are being created in homes as a specialised space to unwind.

LAUNCHES & MORE

Bathrooms continue to be the key element playing multifunctional roles in homes. Today's bath space is a peaceful sanctuary with luxury touches. Wellness is one of the most important zones in the bath space – the other three areas being the basin area, shower area and the water closet area.

"For consumers with high-end lifestyles, the wellness seg-

ment has evolved significantly. From being a luxurious outsourced indulgence to a daily wellness regime out of home, wellness centres in residential townships and wellness zones (comprehensive range of products like whirlpool, spa, steam and sauna bath) in individual households are seeing a surge in demand. These wellness zones are not only restricted to dedicated bath spaces, but places like rooftops, kitchen gardens and even wellness centres as an extension of the house. These zones are often termed 'wet-wellness' among architects in India and across the world," explains Sandeep Shukla, head Marketing & Communication – Global Operations, Jaquar Group.

While this concept is still gaining momentum, the key





2. Sandeep Shukla, head
Marketing & Communication
— Global Operations, Jaquar
Group.

3. Eshwar N, chief marketing officer, Casagrand.

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1. The Jaquar range of

wellness products are high

on technology as well as

energy- and cost-efficiency







ergonomic seats and a host of high-performance features ensure the ultimate spa experience.

SERENITY BECKONS

Some of the products that are trending in the wellness space include air purifiers, mosquito magnets, pest-free drains, air purifying plants, vitamin C infused showers and sleep promoting gadgets in the bedrooms.

"Usage of scented incense, candles, soothing warm lights, a relaxer massage chair, bath salts and luxury bathrooms

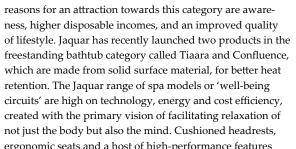


TRENDING TALES

In recent years, the demand in spas has gone beyond the







with bathtubs or even creating a space with air purifying plants, certain indoor flowering plants, small water fountains, wind chimes, fish ponds and mild soothing music, creates a much-required serene look," says Eshwar N, chief marketing officer, Casagrand.

MARKET MUSINGS

The wellness economy, which is currently estimated at around \$ 4.5 trillion, is expected to boom post-COVID-19. In the long term, the changing demographic of the consumers will take centre stage for the wellness industry, including spas. With stress becoming a part and parcel of our fastpaced lifestyle, converting a bathtub into a spa experience will be the preferred choice. There are a wide range of wellness products on offer to help relax one's body, calm one's nerves, and invigorate one's senses. The primary motive behind such features is to accentuate and customise experiences, offering customers the maximum benefit. A stimulating power bathing experience is therefore a must, today, to unwind, replenish and recharge our stressed-out bodies.

Aakanksha Shridhar, principal design director & design entrepreneur, Aakanksha Shridhar Designs, says, "Spa and wellness are highly experience-oriented rather than just being product-/ service-oriented, which is exactly why the ambience plays an equally important role as that of products, or it may be more important than products in many cases, as to how the entire experience is curated and the vibe it offers to an individual spending a certain amount of time in that space."

Group, explains, "Passive or indirect ways like having a chromotherapy and aromatherapy shower system in the

products in demand.

home for a better sense of well-being. A dedicated spa and nail and foot treatments to full body massage rooms, sauna and steam; you can have the works incorporated in your

home if you have the luxury of space."

Darshana Patel, co-founder and creative head of Signa

HOMING IN Spa and wellness products create a sense of calmness in a home space and can be integrated in two different ways. Behzad Kharas, chairman & managing director, The BNK bathroom, and aromatics and oxygen-rich plants within the wellness room should be within your home if you have the luxury of space. Right from self-grooming activities like hair,

aesthetics. The role of technology in the evolution of spas

and chromotherapy are certainly trending in most premium and luxury spas. The biggest trend is having a good

showering system with multiple flows to give you a dif-

ferent experience of water touching the body. It is also one

of the most common ways of having wellness products at

your home. Whirlpool tubs and steam machines are other

Rajeev Karwal, founder chairman, Milagrow Humantech,

the COVID-19 virus from floors, and acts as an air purifier too.

We have also launched a new back massaging robot, which is

voice-operated. Robotic process automation will even help in

movement augmentation and physiotherapeutic rehabilitation."

up in modern design in contemporary ways. Shreya Shah,

principal designer, Shreya Shah Design, explains, "For crys-

tal lovers, natural stones and minerals can be incorporated

and leisure lighting can be well planned during the design-

ing phase rather than just having them for styling purposes."

in the design aesthetics rather than having just an element of a product. Crystal chunks, diffusers, water bodies, ambient

A lot of trends followed in ancient times are now showing

avers, "We have launched a new floor robot, which can kill

has certainly spiked. Therapeutic treatments such as hydro

It is such innovations that will continue to push the envelope as far as spa & wellness products are concerned.

gyms or outdoor facilities."

Design, adds, "The objective of a spa/ wellness product

in a home décor should be comprehensive to achieve the

goal of relaxation, destressing and well-being, and hence

it should appeal to all senses including taste, smell, sight

coupled with social engagement, which has been missing

due to the pandemic lockdowns and the inability to use

and touch. The Peloton bike is a foldable yet functional

wellness device that has personal workout sessions







11. Sky Villa by The BNK Group uses neutral tones.

12. Behzad Kharas, chairman & managing director, The BNK Group.

13. Darshana Patel, cofounder and creative head of Signa Design.



5. Rajeev Karwal, founder chairman, Milagrow Humantech.

6. Shreya Shah, principal designer, Shreya Shah Design.

7. Aakanksha Shridhar Designs understands that spa and wellness are highly experience-oriented rather than just being product-/ service-oriented.

8. Milagrow RedHawk is intelligent, obedient and created for the sole purpose of helping people.

9 Milagrow's domestic robots for floors come with HEPA filters, UV disinfection and antibacterial body to make your home fully germ free.

