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## INTERVIEW: DENIS DUPART Chairman and Managing Director Sofitel London St James



EMOTION SPA Magazine: By creating So SPA by Sofitel in Sofitel London St James, the brand enters Sofitel London St James in the Spa universe of the British capital. What has this new service contributed to the establishment and how was the concept integrated in the Hotel?

DENIS DUPART: The Spa will certainly bring in an added value to our hotel and also to the Sofitel network. We are the first ones to integrate the concept in its entirety with both "So SPA by Sofitel" and "So FIT" areas, two experiences for bringing in a different wellness. It all started three years ago when Sofitel London St James was chosen to be the worldwide pilot project of this new Spa concept, it was a real collaboration amongst the operational teams of hotel, marketing team in Paris, the brands and of course, the British interior decoration firm Sparcstudio who joined hands to complete this unique concept. Everyone's involvement is necessary to integrate this concept and makes one live daily life with excellence that it implies.

E.S.M: What about client feedback?

Denis DUPART: These are really very positive. Our clients appreciate this vision of Spa that translates the French way of art of entertaining. We are above wellness and leisure, we offer real results through expert treatments of our partners CARITA and CINQ MONDES not to forget our signature treatments that have received an overwhelming support of our clients and that completely translate the front-runner spirit of "So SPA by Sofitel". With this concept, there is a very close relationship sparked by a real presentation and subtle and refined sensory awakenings while making the treatments understandable at the same time. We wanted to give our vision of wellness in luxury, make our clients go through an effortless, unique experience; everything comes to the client without her having to ask for it.

E.S.M: What do you think of the Spa market and its development in the UK and Europe?

Denis DUPART: The Spa is a real strategic issue in the hotel-industry offer in England and especially in London where the high-quality Spa resorts and Day Spas rub elbows with each other. In spite of everything, knowing the London offer quite well, I am confident about what we offer. We have an unmatched place, a jewel-box of light in the heart of the city with an avant-gardist Spa vision. Today we are one of the Top 4 hotels of London on the Trip Advisor site that has 1135 hotels and the Spa will help us move higher and become, I wish, the benchmark establishment.

[Isabelle Charrier - [www.emotionspa-mag.com](http://www.emotionspa-mag.com)]

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Contact Sofitel London St James



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