

THE SPA PROFESSIONAL'S CHOICE

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OUT

BAMFORD HAYBARN SPA AT
1 HOTEL SOUTH BEACH (FL)

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FEATURES

a closer look at some of the spas that are making news in the industry both here and abroad

78 FROM BRITAIN, WITH LOVE

Bamford Haybarn Spa at
1 Hotel South Beach (FL)



Bamford Haybarn
Spa uses willow
bundles from salvaged
trees in its decor.



FROM BRITAIN, *With Love*

A nature-focused U.K. brand crosses the pond to bring an unexpected rural appeal to South Beach.

BY JULIE KELLER
CALLAGHAN

SOUTH BEACH IS KNOWN for many things, but until recently, offering a pastoral relaxation escape had not been one of them. That all changed with the December opening of **Bamford Haybarn Spa** at 1 Hotel South Beach (FL), where spa-goers are transported to the English countryside within the 4,500-square-foot, 12-treatment-room retreat. The spa is the first U.S. outpost for the British lifestyle and wellness brand Bamford, and it takes its design and treatment inspiration from its flagship spa in south England's rural Cotswolds. "We wanted to give a very natural feeling by bringing rustic elements of the

interior to put the visitor in close proximity with nature," says spa director Alena Stavnjak. "The result is highly unusual, calm and beautiful, rustic yet contemporary."

A far cry from the area's buzzy beaches, the spa is a haven for sustainable serenity, with wood acting as the main design element—log walls from reclaimed ash trees, hickory floors from recycled timber, and willow bundles from salvaged trees are some of the highlights. "Memories of woodland walks are evoked with tree trunks, branches, and logs," says Stavnjak. "Wood slices are reminiscent of piles of cut logs ready for the fire." The spa is also home to

a relaxation area called The Woodland Room, which features cozy places for contemplation and a bespoke central water fountain. “Our spa design brings the outdoors and nature inside,” she adds.

Nature and holistic healing are also at the heart of the spa menu, which features impactful services performed primarily with Bamford’s own natural and organic skincare line that is certified by the UK’s Soil Association, which means that at least 85 percent of the product, excluding the water, needs to be produced organically. “It is a very tough set of standards to meet,” says Stavnjak. The spa’s other brand partners—Comfort Zone, Knesko Skin, and NuFace—were also selected for being natural, organic, sustainable, paraben free, and never tested on animals. Other green efforts include organic linens and a laundry service that uses green detergents. “All of this is in line with 1 Hotels’ mission-driven brand, focusing on eco-sustainability and wellness, encouraging travelers to live well, do better, and connect with the world around them,” says Stavnjak.

Another hallmark of the Bamford brand is simplicity, which is evident in a spa menu that offers straightforward and effective offerings. “In our case, less is more has been a successful model in making all of our services productive,” says Stavnjak. “We train our staff in fewer treatments, so they execute them better and in line with our standard protocols.” Highlights include the Bamford Bespoke Facial (\$160, 50 minutes), which incorporates hot and cold jade stones with ancient yoga breathing techniques, and the Jade Hot and Cold Stone Treatment (\$235, 80 minutes), a massage that uses organic oils combined with warmed and cooled jade stones. The menu also offers an assortment of services specifically for men and expectant mothers, as well as a range of massages and body treatments that appeal to clients’ various healing needs. Stavnjak says the secret to the success of these services—and the reason that many clients come back for more—is the training of the 25-member team and the consistency of

continued on page 80



Nature-inspired accents can be found throughout the spa, from the treatment rooms (left) to the retail area (pictured).

OWNERS
1 Hotel South Beach
and Bamford

SPA DIRECTOR
Alena Stavnjak

OPENED
December 2016

CLIENT BASE
65% female
35% male

SPACE
4,500 square feet;
12 treatment rooms

PRODUCTS
Bamford, Comfort
Zone, Knesko Skin,
NuFace

EQUIPMENT
Living Earth
Crafts, Majestic
International, The
Madison Collection

**ARCHITECT AND
INTERIOR DESIGNER**
Spencer Fung
Architects (London)

SPA CONSULTANT
Genevieve Summers
(Miami)



continued from page 79

service. “We hired staff that has extensive therapy background and has worked for luxury brands,” she says. “We also made sure the team was adaptable in working with a brand that is more standardized for treatment consistency versus freestyle techniques. Bamford has a very specific approach to training, and all of our services are created in sequences.”

Also enticing to clients are the spa’s unique branded Bamford retail offerings. In addition to skincare and bodycare products, the spa’s store includes the company’s ready-to-wear and accessories lines, made with natural fibers and sourced from artisans from around the world,

as well as candles. Other standout efforts include teaming with the hotel’s concept restaurant, Plnthouse, for healthy cuisine pairings, and the onsite Spartan Gym, the 14,000-square-foot fitness center created in partnership with the Spartan Race obstacle course-based workout.

So far, Bamford’s stateside foray has proven to be successful, and a second Bamford Haybarn Spa will be debuting this June at the recently opened 1 Hotel Brooklyn Bridge in New York. Turns out, city-goers, as well as beach-goers, love being able to connect with nature in the middle of the urban jungle. ●

SPA TALK *with* Alena Stavnjak



Meet 16-year hospitality veteran Alena Stavnjak, who has opened spas around the globe and now makes her home in Miami.

What are the most challenging and rewarding parts of being in the spa industry? It is constantly changing and improving. I love to be

in an industry that incorporates wellness and body and allows me to grow, be creative, and think like an entrepreneur.

Where do you think the industry is heading? I think it is heading towards integrated wellness—roots and nature, yoga and meditation, and going back to the old principles of taking care of relaxation and disconnecting from the busy world.

How do you like to spend your time away from work? With my 20-month-old son, teaching him something new every day.

What are your three greatest priorities in life? Family and friends, wellbeing, and finding a balance between work and my personal life.

For our full interview, visit
www.americanspa.com.