

## PRESS RELEASE

# THE LANA, DUBAI UNVEILS THE UAE'S VERY FIRST DIOR SPA



## DIOR SPA THE LANA OPENS FOR BOOKINGS FROM APRIL 24, 2024

**Dubai, April 24, 2024** – The highly anticipated Dior Spa has opened its doors at The Lana, Dorchester Collection, Dubai, heralding a new era of indulgence and marking a significant milestone for the hotel. The first Dior spa to open in the UAE, the space is inspired by the inimitable elegance of the French designer and offers an oasis of tranquillity, embodying The Lana's commitment to creating Dubai's ultimate luxury enclave.

Commenting on the opening, Helen Smith and Eugenio Pirri, joint CEOs at Dorchester Collection, stated: "Dior has been a long-standing partner of ours at Dorchester Collection, so we are delighted to continue this successful collaboration at our newest hotel. Dior Spa The Lana perfectly captures the essence of Dior's philosophy and expertise in wellness. It will be a destination that reflects our commitment to delivering an exceptional well-being experience for our guests."

"At Omniyat, our commitment to the Art of Elevation drives each venture we undertake, going beyond traditional luxury to create transformative experiences that awaken the senses. The arrival of the Dior Spa in Dubai is a vibrant testament to our expertise in integrating global luxury seamlessly into the fabric of our city, elevating the lifestyle choices available here," says Mahdi Amjad, Founder and Executive Chairman of Omniyat.

Located on the 29<sup>th</sup> floor of the architectural icon, Dior Spa The Lana bathes in natural daylight which gracefully contours the space whilst offering soaring panoramic views of the Burj Khalifa, beautifully framed through floor to ceiling windows. Here, guests are invited to immerse themselves in a holistic wellbeing that seamlessly

intergrates effective treatments with a focus on fitness and movement. Dior Spa The Lana also offers a luxurious boutique which showcases beauty product lines as well as an exquisite array of Dior jewellery, adding an extra layer of refinement to every visit.

With five treatment rooms and one couple's suite, the Dior Spa The Lana blends cutting-edge technology such as the *Icoone Therapy*, *Hydrafacial*, *Dior Micro-Abrasion*, and the *Dior Skin Light LED therapy mask* into its treatments. Enhancing the experience, the spa offers a futon for Japanese-inspired treatments, as well as a dedicated beauty room which provides meticulous nail services and makeup sessions by artists from the House of Dior, ensuring that every detail is attended to. Each cocoon possesses distinctive characteristics, adeptly adapting to the unique desires of every guest while upholding an unwavering commitment to privacy.

The extensive menu features a plethora of treatments and therapies for the face and body, catering to each guest's physical, emotional, and psychological dimensions seamlessly. Exclusive to The Lana are three signature treatments including, *Escale*, *Dior Stone Therapy*, and *D-Sculpt*.

*Escale* pays homage to the inaugural Dior Spa, blending Japanese-inspired rituals with innovative relaxation methods on a futon, defying gravity to soothe both body and mind. This transcendent experience combines traditional techniques with full body stretching, culminating in deep, unforgettable massage strokes that release tension and foster tranquillity.

*Dior Stone Therapy* offers a refined massage experience, harmonising energy flow with semi-precious stones strategically placed on the body, complemented by facial micro-abrasion with sapphire crystals and the rejuvenating glow of the Dior Skin Light LED Therapy mask.

Finally, *D-Sculpt* combines firming and slimming properties through a skilful fusion of wood, dry brushing, toning techniques, and manual "skin lift" methods, delivering anti-cellulite effects for a truly transformative indulgence.

The Dior Spa The Lana is also a haven for men seeking bespoke treatments tailored to their needs. One being the *Luxury Barber Experience*, a transformative journey that reveals the innate beauty of the beard and the skin's radiance through meticulously crafted Dior products. Designed to cleanse, protect, and moisturise, each gesture is executed with precision to stimulate growth and provide deep soothing for the face.

*The Dior Athletic Therapy* presents a specialised solution for post-exercise recovery, aiming to alleviate tension and painful muscle contractions.

The 'Wellness Add-Ons' menu for men also promises a journey of serenity. From the revitalising *Dior Skin Light LED Therapy* where red LED Light is used to rebalance the skin's metabolism, and the invigorating *Booster Dior Micro-Abrasion* to combat anti-aging, every treatment emphasises a deep commitment to self-care. Among these, the *Icoone Therapy* stands out, providing a comprehensive diagnosis followed by tailored results using advanced technology. This unique approach stimulates every millimetre of the skin, allowing experts to focus on specific zones of the face or body for reshaping, toning, tension release, or stretch mark reduction. Those seeking to reserve their private relaxation space for an extra 30 minutes to extend their spa experience can do so, allowing them to embrace mindfulness and soak in the serene view over the marina.

The Lana and the Dior Spa, which stays faithful to the vision of iconic French designer who had a special relationship with Dorchester Collection's Hôtel Plaza Athénée in Paris, home of Dior Spa Plaza Athénée, will work closely together to craft personalised well-being escapes.

Whether opting for a full-day indulgence or a half-day retreat, each experience promises uniqueness and distinction. Guests are invited to let their Wellness Expert create a bespoke programme based on their preferences and desires. An exemplary full-day retreat, the D-BLOAT EXPERIENCE, is perfect for those seeking complete disconnection. It includes a private Pilates session, an energising massage with draining techniques, an infrared sauna session, personalised D-Waves treatment, an anti-inflammatory lunch, a Constellation Treatment, a breathing session, and anti-inflammatory juice, leaving guests completely rejuvenated. To ensure a seamless transition to and from the hotel, select well-being escapes will include transportation in one of The Lana's bespoke Rolls-Royce vehicles.

For more information or to make a booking, please visit: [www.dorchestercollection.com/dubai/the-lana](http://www.dorchestercollection.com/dubai/the-lana)

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## **NOTES TO THE EDITORS**

For further information, please visit our **PHOTO LIBRARY** and **MEDIA CENTRE** or contact:

THE MAIA COLLECTION  
Thelana@themaiacollection.me

## **THE LANA**

A striking building designed by Foster + Partners, The Lana celebrates Dubai's vibrancy, captivating vistas and glorious sunsets. Perfectly positioned alongside the azure waters of the Dubai Canal, the hotel has 225 rooms and suites, a Dior spa and eight restaurant concepts and is operated by Dorchester Collection.

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## DORCHESTER COLLECTION

Dorchester Collection is a portfolio of the world's foremost luxury hotels and residences. The unique properties are all legendary, with rich heritages and worldwide reputations as places offering the most sought-after experiences of good living, charm, elegance, and unparalleled standards of service.

The current portfolio includes the following hotels:

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AVA AT PALM JUMEIRAH, ORLA, ORLA INFINITY, VELA, VELA VIENTO**

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