



RELAX ONE HOUR combines Thai and Western treatment.

German spa makes its debut

Local and German investors have lavished Bt16 million to open the first German-style spa – Relax One Hour – in Bangkok, aimed at serving both locals and tourists with a combination of Thai and Western treatment.

The Surawong Road wellness centre is the first overseas venture of the Berlin-based Relax One Hour Group, which has been operating in Germany's tourism industry for years.

Karsten Wandslebe, managing director of Relax One Hour Co, said last week that the local investor had put in 51 per cent while he and Stefan Kraft, the major shareholder, contributed the rest.

The spa would focus on a new niche in the wellness business by blending Thai, Swedish and German treatments.

"We will kick off our service and brand here as well as develop a franchise network within one year," Wandslebe said.

The company plans to launch international marketing within three years, as well as open branches in other countries such as Japan.

The spa is offering a special jet-lag massage, called the big healer, which starts with German techniques to detect muscular problems and leads to a reduction of tension in the legs and back.

The spa would serve as a therapist training centre to prepare for expansion abroad as well as to meet demand in Germany.

The spa is targeting the middle market with prices starting at Bt390 for a 30-minute course and going up to Bt6,000 for 150 minutes.

The half-hour session is innovative in that it uses a pair of therapists for foot massages.

Massages feature the ancient German tradition of connective-tissue massage together with the deep impact of Thai techniques.

Wandslebe said Bangkok already had a wide array of spa and massage outlets.

And the German team expects Bangkok to become the first international wellness capital.

The spa also features specially produced herbal products for facial care, as well as a separate product line for men that restores a fresh and healthy look using exclusive Australian "Vitaman" products for massage.