



EXPLORE THE WORLD. JOURNEY FAR. SPIRIT FOUND. STORIES DELIGHT.

**POSITIONING:** The world of wellness seen from a *new vista*. This brand is about seeing and gathering new visions, products and experiences in the categories of spa – **holistic beauty, fitness, health and transparent wellness.**

GIRVIN has worked in partnership with the team at Natural Spa Resources for a number of years. The focus has been on the development of spa brands. When it came to working together on the launch of their own site – a new website for their own product development, storytelling and online sales – they came to GIRVIN to

develop the strategy, explore the emergent heart of the brand with BrandQuest® sessions, and build out the language of the program for offering the merchandising layers of their products, storytelling, online consulting and design visualization and copywriting services.