



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 BrandQuestÆ 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.