



Press Kit

2012



1 / Be Relax for Beginners

2 / History 101

3 / Geography 101

4 / Art & Design 101

5 / Contacts



Be Relax offers relaxation and beauty services in spa-like boutiques located inside airports.

Our mission is to make travelling more pleasant, by providing a quiet break from the stress and hubbub inherent to most airports.

To do this, our spas provide the following services for men and women:

- Chair Massages
- Table Massages
- Foot Massages
- Manicures
- Pedicures
- Facial Skin Cares
- Waxing
- Oxygen & Aromatherapy
- Express Make Up

All of our services are available on an 'express' 10-minute basis or a longer duration, lasting up to an hour.

This flexibility allows us to tend both to passengers who are in a hurry, and passengers who have longer waiting periods.

In addition to services, Be Relax distributes a range of travel and massage-oriented retail.

Our products demonstrate the highest quality standards, thanks to the unique expertise we derive from our repeated contact with travelers, their needs, and their expectations.



The idea for Be Relax stemmed from **Frederic Briest's extended travels throughout Latin America, in 2003**. As he roamed from one boarding area to another, Frederic decided that there was a real need for chilling and relaxing activities inside airports.

He came home inspired, and launched Be Relax with his brother Nicolas, opening the first Be Relax boutique at Paris CDG **in 2004**.

Today, Be Relax runs over **30 boutiques across 6 countries, tending to over 500 000 passengers yearly**.

Be Relax Spas and boutiques can be found in France, Germany, Italy, the UK, Switzerland and, since 2011, the US.

Our boutiques can fit small concessions, as small as 10 sq. meters, and wider ones as large as 120 sq. meters .





Be Relax's unique atmosphere provides **tranquility and simplicity** to travelers, inspiring air-like lightness and floating sensations through **careful design**.

To create this atmosphere, we worked with internationally acclaimed designers:

Jean Grisoni

Famous for his design work for Louis Vuitton, Estée Lauder, and the Dior logo, Jean Grisoni is the mastermind behind our visual identity.

Jean Michel Wilmotte

Ranked 73rd in Building Design Magazine's Top 100 Architectural Firms, Wilmotte Associés developed the interior design that made our boutiques so successful.



PRESS CONTACTS

For Be Relax Headquarters

Anne de Turenne
press@berelax.com

Online

Please visit www.berelax.com and
<http://www.berelax.com/en/be-relax/corporate/media>
for further information.

Pictures

To receive pictures in high definition please email
press@berelax.com.

www.berelax.com