

Chennai gets indulged, intoxicated and inspired! - Influence Lifestyle Stores launches "Influence Spa"

Influence Lifestyle Store today launched the much awaited luxury spa -"Influence. The state of the art spa is a perfect blend of the traditional and modern approach to beauty, rejuvenation, and relaxation. Influence promises to provide an unparalleled experience with its exotic and unique massages, facials, body massage, wraps, scrubs, pedispa. Spread across 5000 sq ft, the Spa has been designed keeping in mind a contemporary and western approach to spa therapy. The staff at the spa has been specially brought in from Bali and has undergone extensive training by international consultants.

Chennai, Tamil Nadu, February 2, 2009 /[India PRwire](#)/ -- Influence Lifestyle Store today launched the much awaited luxury spa –“Influence. The state of the art spa is a perfect blend of the traditional and modern approach to beauty, rejuvenation, and relaxation. Influence promises to provide an unparalleled experience with its exotic and unique massages, facials, body massage, wraps, scrubs, pedispa. Spread across 5000 sq ft, the Spa has been designed keeping in mind a contemporary and western approach to spa therapy. The staff at the spa has been specially brought in from Bali and has undergone extensive training by international consultants.

One of the signature treatments at the Influence Spa will be the renowned “**Vichy Shower Massage**” – which is known as the rain massage; a rain bar with 12 shower jets that can be adjusted for either a light rain massage or targeted high pressure massaging on specific tension points along the spine and legs. The downpour is followed by a 30-minute massage using a warm blend of essential oils leaving one floating amongst the rain clouds.

The spa will also specialize in **Chroma hydro thermal therapy**: a technique from ancient Egypt, where water, heat and colours along with massage were employed to change the mood and lift the spirit and work on chakras and also to stimulate the immune system and protect against illness. It would also help in resolving imbalances and disorders. Influence spa would also cater some of the most lavish beauty and skin treatments such as; **Luxury Gold facial and gold body scrub** where the skin would be covered in subtle golden veil and exquisitely massage leaving the skin soft and glowing.

Besides the above signature treatments, one can also enjoy an array of, European and Thai massages such as; *the five-element shiatsu massage, deep tissue massage, Thai yoga massage, Swedish massage*, Balinese massage, etc. Reflexology, detoxifying therapy and lymph drainage are also some of the other unique spa treatments that would be available at Influence, all of which have significant benefit on health and wellbeing.

Influence Spa has also provide for special couples therapy packages, where couples can leave behind their hectic lives and seek out some quality relaxation, pampering and rejuvenation together. Which also works as an ideal anniversary or birthday gift!

Another talked about treatment at the Influence spa is the **Rose and Wine delight**: the finest ingredients from nature brought over in their raw forms to replenish the skin, Balinese rice and grape seed wrap, grape seed oil deep tissue massage followed by a facial and a luxurious grape wine and rose petal bath.

Speaking on the launch **Mrs. Varsha Jain, Managing Director, Influence Lifestyle Stores Pvt Ltd**, said, “*The Influence spa is yet another imitative to bring luxury and indulgence to Chennai offering nothing but the best both in terms of service and quality of products. Exotic therapies from the world over have been brought in to relax, pamper and beautify the senses. Our services will cater to anyone who is looking forward to self-indulgence, wellbeing and the highlife. The services at the spa will start from the price range of Rs. 2000 onwards. I am confident the Spa will set new standards for luxury, beauty and relaxation. The spa would be open on all days between 9 am and 9 pm. We have also kept in mind the pricing factor to be reasonable. The total investment in spa is around 2crores with most of equipments imported from Italy, the products used are from Thalgo, France.*”

The investment for Influence brand in Chennai has been Rs. 8 crores. The company is anticipating multiple locations in Chennai, as well as expansion plans in South of India; Hyderabad, and Coimbatore and in the north and west of India; Delhi and Mumbai. Influence expects to be present in four other locations in the city by 2011. The store will also house a fine dining restaurant and a boutique retailing designer wear from a gamut of India’s

leading designers.

Notes to Editor

About Influence

Influence Lifestyle Store Pvt. Ltd is the latest project prompted by Mr. Naresh Jain, MD & CEO, Evolution Lifestyle Homes, who recognized the need to address the growing demand in Chennai for luxury products and services with an international flavor. Thus came about the inception of Influence Lifestyle Stores Pvt. Ltd., the first of its kind luxury lifestyle store in Chennai.

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