



spa business insider

11 MARCH 2025 ISSUE 470

A SPA BUSINESS PUBLICATION



CLICK TO READ

Sternlicht revives Starwood

Hospitality veteran Barry Sternlicht is bringing back the Starwood Hotels name, rebranding his SH Hotels & Resorts operating group under the iconic brand he originally created nearly 30 years ago.

The new Starwood Hotels is distinct from the original Starwood Hotels & Resorts, which was acquired by Marriott International in 2016 for US\$13.3 billion (€12.1 billion, £10.2 billion).

Sternlicht was previously chair and CEO of the original Starwood Hotels & Resorts.

Following the rebranding, Starwood Hotels is gearing up for major expansion, with more than 40 properties across its three brands – including 1 Hotels, Baccarat Hotels and Treehouse Hotels – spanning four continents.



AVABLU

Wellness is a key tenet of the rebranded group

"Reintroducing the Starwood Hotels name is personally very exciting for me," said Sternlicht, founder and chair of Starwood Hotels, an affiliate of his investment firm, Starwood Capital Group.

"It's a tribute to a legacy that millions of people know and trust,

and it comes at a decisive moment in our company's history."

Starwood Hotels says wellness and dining will remain at the core of its guest experience, which will seamlessly blend sustainability and luxury.

MORE >>> http://lei.sr/Y4d7T_B



SHUTTERSTOCK/ANIKIN DMITRII

GROWTH

BodyHoliday plans international debut

Location in Portugal will have design by Clodagh

p04



AL DAR

PROJECT PREVIEW

Aldar unveils masterplan for The Wilds community

Mother nature inspires new Dubai development

p08



VOYA

SUPPLIER NEWS

Voya kicks off new research study

Project to uncover seaweed's 'superpowers'

p16

Voya kicks off in-depth research study to unlock healing potential of seaweed

Sustainable Irish marine wellbeing brand Voya has undertaken a new two-year-long research project to further understand the 'superpowers' of Irish seaweed. This initiative is part of an innovation partnership with Shannon ABC, which has secured €1 million (approximately

US\$1.03 million or £832,000) in funding from Enterprise Ireland.

The research focuses on understanding the benefits of Irish seaweed for skincare and overall wellness.

Through this project, Voya intends to improve the sustainability and effectiveness of its seaweed harvesting methods by developing advanced technologies for more sustainable extraction of seaweed molecules.

By perfecting these processes, the research aims to unlock the full potential of Irish seaweed for applications in areas including menopause, perimenopause, skin brightening and microbiome health.



VOYA

■ The seaweed study is due to conclude by Q3 of 2027

Voya co-founder, Mark Walton, commented: "The real-world evidence we gain from in-vivo testing is crucial for building consumer trust."

MORE ON spa-kit.net
<http://lei.sr/5E9A0>



VOYA

■ Mark Walton,
Voya co-founder

Studio Apostoli creates outdoor furniture range

Wellness Therapy is a new indoor and outdoor furniture collection designed by Italy-based architecture and design firm Studio Apostoli for Varaschin.

Designed for spas, hospitality spaces and residential settings, the range includes a chaise longue, single and double beds, and a multifunctional side table.

The collection, created for use in gardens, by the pool or on a terrace, is anchored by a contemporary take on the classic sun lounger which can also be transformed into a chaise lounge. It features soft, flowing lines and subtle details intended to balance functionality and aesthetics.

The gently contoured shell follows the shape of the body to provide ergonomic support,



STUDIO APOSTOLI

■ The minimalist range features four products

while a thin headrest cushion enhances comfort. High-density padding reinforces the seating position, creating a sense of lightness, supported by a slender, minimalist frame.

MORE ON spa-kit.net <http://lei.sr/W6l6f>