

# The Spa at The Crescent

by kate hamilton



## The Spa at the Crescent

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S. Holder

**Established:** 1986

**Owners:** Caroline Hunt and family

**Spa director:** Steve Holder

**Size:** 22,000 square feet

**Staff:** Nine facialists, 25 massage therapists and 12 nail technicians

**Signature treatment:** Lady Primrose English Ritual

**Hours:** Treatments available: Monday–Thursday, 8 AM–9 PM; Friday, 8 AM–8 PM; Saturday, 8 AM–7 PM; Sunday, 8 AM–6 PM;

Fitness areas: Monday–Thursday, 6 AM–9 PM; Friday, 6 AM–8 PM; Saturday, 8 AM–7 PM; Sunday, 8 AM–6 PM.

**Skin care product lines:** Echo<sub>2</sub> Oxygen, Epicuren, MD Formulations, SkinCeuticals, Sonya Dakar, Jamu and Yon-Ka

**Massage product lines:** Kerstin Florian, Lady Primrose, Napa Valley, Redicare and Tara

**Makeup product lines:** Colorescience

**Equipment product line:** Universal Companies

**Nail product lines:** essie, Lady Primrose, OPI and Phytomer

*Photos courtesy of The Spa at The Crescent.*

Lagniappes,  
unexpected gifts or  
benefits, are featured  
throughout the  
treatment menu.



*At The Spa at The Crescent, comfort and service are of utmost importance.*

Lagniappes (*lān-yāps*) give The Spa at The Crescent its successful edge. A lagniappe is an unexpected gift or benefit, and these are featured throughout the spa's treatment menu offering unique amenities to improve clients' spa experiences. Specializing in this highly lucrative marketing tool has set The Spa at The Crescent apart from the crowd.

Within walking distance of downtown Dallas, the 22,000-square-foot facility emphasizes the unique experience within its 16 treatment rooms. Affiliated with The Hotel Crescent Court, the spa offers a total body experience with spa and salon treatments, personalized workouts and a fitness area as well as a juice bar featuring nutritious menu items. "Our goal for clients is to have the ultimate experience in pampering that anyone could wish for," says Steve Holder, spa director.

## **Innovative themed treatments**

With 77 different treatment options to choose from, ranging from massages, body wraps and scrubs, to baths and kura, the



*The luxurious bath is surrounded by candles and scented with the client's choice of 25 different aromatherapy scents.*

selection certainly provides the client with a tailored, unique experience with every visit. Each treatment is as unique as possible, with emphasis placed on innovative ideas adding that extra touch; from complimentary lavender lemonade and lavender cookies during the Lavender Pedicure to a skewer lined with tropical mango fruit with the Mango Manicure.

Unique to The Spa at The Crescent is its signature treatment, the Lady Primrose English Garden Ritual, that begins with a cup of rosewater as clients relax in a bathrobe surrounded by rose candles. A rich bath filled with rose petals soon follows along with a massage and dusting of rose powder. The treatment is relaxing especially for brides and features the Lady Primrose product line.

Another distinctive treatment is the Thai Massage, or yoga massage, where clients experience the feeling of yoga through the aid of a massage therapist. The massage was developed in Thailand and introduced at The Spa at The Crescent under the direction of Holder. Different from most massages, the Thai Massage leaves clients feeling energized and more flexible rather than sleepy.

Other popular treatments include the Chamomile Body Scrub that removes dead skin, exfoliates and ends with a rain Vichy shower; the Wine and Honey Wrap that detoxifies the body with wine yeast extract, honey and organic essential oils; and the Hotter 'n Texas Summer Rock Massage, a massage of smooth hot stones that relax and stretch the muscles.

Creating unique and interesting treatments is a specialty at The Spa at The Crescent. The Margarita Bath treats clients from the inside out and includes a relaxing and soothing soak in lemon and lime slices, and a refreshing glass of margarita. The Barbeque Wrap, popular in cold winter months, was so named because it wraps clients up like barbeque chicken to moisturize and reenergize the skin. These treatments are just a few of the innovative ideas that keep The Spa at The Crescent a popular destination.

## Keeping it fresh

Holder rotates the treatment featured each week in order to keep the menu fresh and stay attuned to clients' demands. If a weekly special is highly successful, he will add it to the main menu. Holder believes that this marketing approach is what gives The Spa at The Crescent a significant edge and appeal to its clientele. "This spa cannot just be something that offers the same thing each week," he says. "We need to come up with new ideas to bring clients back."

Several weekly features have been added to the main treatment menu due to popularity including the Mango Manicure, Hungarian Kur Bath and Rose Facial. In addition to weekly specials, Holder also changes the menu every three or four months to keep up with the seasons' demands. This process also forces the spa to keep up with new trends and clientele demands. Introducing new treatments also encourages return business.

## Word-of-mouth

The Spa at The Crescent depends heavily on word-of-mouth marketing. Besides occasional marketing during the holidays, the spa lets the service speak for itself. Heavy priority is placed on the client's entire experience, from the time she enters the spa to the moment she leaves. The checking out process is crucial in creating an overall last impression of the service provided during the client's stay. Team members specifically are trained to deal with any situation, and team role playing is a strategy often used to act out potential scenarios.

Choosing to emphasize quality service rather than an aggressive marketing approach is very important to Holder. "You can



*After a full day of treatment, clients can relax with fresh juice or lunch.*

spend a lot of money on advertising but if treatments and staff aren't top-notch, you won't have repeat service and that's how we've built our business." Doubling business in the last two years, The Spa at The Crescent's approach has paid off with treatment rooms often booked during weekend hours and clientele coming from other Texas metropolitan areas.

## Everyone's spa

Although attached to the Hotel Crescent Court, only 15% of the spa's clientele is generated from hotel guests. The remainder comes from the surrounding area, placing emphasis on current clients' recommendations to draw in new business. The Spa at The Crescent serves the moderate middle class and upper crust of Dallas, including a number of business professionals.

Treatments are tailored to service both women and men. Specialized treatments include the Gentleman's Facial and the Pregnancy Massage. The Gentleman's Facial uses products created for men and specifically treats skin irritation that occurs after shaving. The Pregnancy Massage was designed for symptoms of pregnancy such as back tension and water retention. The spa cautions pregnant women before the treatment and encourages discussing any treatments with a physician.

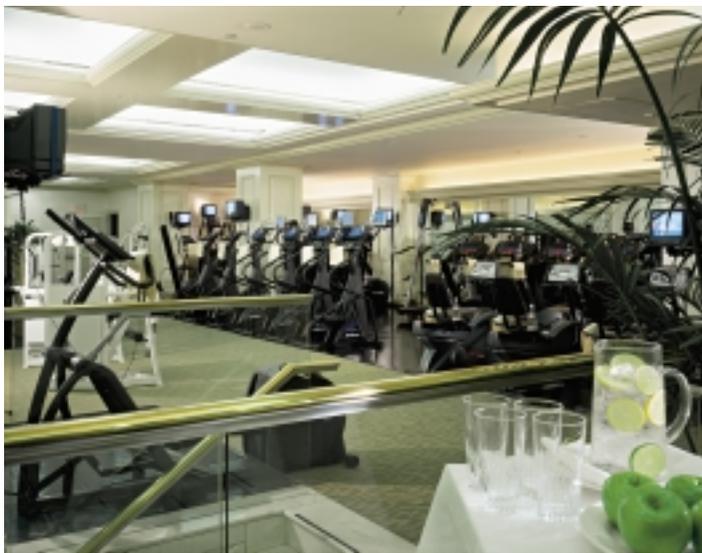
The Spa at The Crescent also encourages teenagers to take advantage of its services. The Teen Facial uses products designed for problem skin to cleanse, exfoliate and moisturize. Other treatments are available to teens with parental supervision.



*The Lady Primrose English Garden Ritual soothes and pampers with a sensual bath rich in rose petals.*

## Complete body care

In addition to the extensive treatment menu, The Spa at The Crescent also features a juice bar and fitness center. Designed to complement the spa treatments, all menu items prepared by Chef Alex Chin are designed to promote healthy eating. The bar offers gelato, teas, fresh juices, soups and salads, a complete breakfast sampling and portioned entrees. All treatment packages include a lunch during the spa visit. Holder feels offering food contributes



*The fitness area has a wide range of equipment for each client's exercise needs.*

to the total experience. "If you're here for the whole day, food is very important to have a well-rounded experience," he says.

Membership to the fitness center is available and offers the clientele the opportunity to work with a personal trainer and create a fitness regimen best-suited for their particular needs. The fitness floor has eight trainers, each specializing in a unique exercise style, and clients can choose any trainer. The price range varies for membership packages and are available for individuals or corporate groups.

The Spa at The Crescent maintains the lagniappe mentality by offering every serviced client a complimentary facial and body mist of sandalwood and citrus. After a day of treatment, this added gift keeps the clients cool and fresh in the hot Texan sun, and The Spa at The Crescent freshly in their minds. "We want them to enjoy the experience and receive the value for the money they paid," says Holder.

## What lies ahead

In the future, Holder hopes to expand the spa by four treatment rooms to accommodate more clientele and offer new services. The spa currently has 22 rooms—five pedicure chairs, three manicure stations, six facial rooms and eight massage rooms. The treatment menu will continue to change, keeping the clientele intrigued and coming back for more.

Retail at The Spa at The Crescent is very important. Currently at 200 square feet, an expansion is in the works to double the size of the retail area. Estheticians have sales goals to encourage retail sales and several quarterly promotions connect treatment packages to retail sales.

With a little imagination and an innovative style, treatments can go from bland to unexpected, surprising the clientele along the way. Maintaining the lagniappe mentality may take time and energy, but when accomplished, the spa's success speaks louder than words. ■