



products as well as the treatments. For the White Cold hand creme, for example, we have used pure glacier groundwater as a base. Everything that is pure is and natural. I believe that you should always concentrate on what you are good at, so that's why we don't have Indian massages in our spa menu, for example. As in all lines of business, when you are running a spa it's important that you offer something unique.

There has been a trend in recent years for spas to look for big name architects when designing their space. I am absolutely against it because many spas become like Disney Land. Architects are mostly concerned with designing a showpiece for their own portfolio. My only ambition is to create rooms, we call them Care Suites,

that are very calm and beautiful – I want to give a feeling of being in one's own living room. And I don't need big architects to do it.

Another general tendency in the world of spas is to have lots of equipment. In my opinion, you can have all the fancy gadgets in the world but what customers want is nice, professional people who know how to work with their hands, in a calm ambiance. You can never get away from that factor – the human connection. And that's what you have to deliver.

You can never stop learning from others in life. Today, with Daniela Steiner Cosmetics, we offer spas in fifteen locations. To be able to travel the world, meet people and do what I love is really a privilege. I have a dream job. In 2010, we received the Condé Nast Traveller

Award for the Hotel Rosa Alpina. I was really proud and honoured, not just because it's my very first project, but especially because it was the readers who voted it the Best Spa Hotel in Europe. I guess it's important that you see your lifetime's work get recognition.

My first spa remains very dear to me. At the same time, all my projects have something unique. When we opened at Select Collection in Stockholm I thought it was really exciting to be able to offer my concept in the heart of a city, in a location that isn't necessarily a first class hotel. For the future I'm looking to expand and create beauty parlors in cities. Instead of going to Harrods where you can buy anything, I want to create small, personal destinations with a strong focus on service. They could be added to hotels or free

standing; a place with beauty specialists, hairdressers and doctors who can help you with smaller problems. And where you can have lunch and buy natural products.

I suppose I'll be keeping busy and will have to go on even longer walks in the Dolomites to find my own balance. But the landscape always draws me in and I love Alpine living. The nature speaks to me with its preserved wildlife and it's in the mountains where I understand what people want, what beauty is all about. Autumn going towards winter is my favourite period of the year. You should see all the colours of the leaves, they form a magic radiance that is contrasted by the white gold on the rocky hillsides. To me, there is no purer form of beauty. **B**