

WELLNESS, A MODERN DAY LUXURY:

THE ART OF EMOTIONAL ENGAGEMENT THROUGH HYPER-PERSONALISATION

Hyper-personalisation, powered by advanced data analytics and artificial intelligence, can deliver highly tailored interactions and is the direction in which consumer experience will evolve

In the context of the personal care industry, hyper-personalisation extends beyond recommending products based on past purchases. It can be used to create dynamic and responsive interactions that adapt to the evolving needs of the consumer.

This project explores how hyper-personalisation can be integrated into a holistic retail experience – showcasing ways cutting-edge technology can deepen customer engagement and enhance brand experiences.

“Hyper-personalisation is not just a luxury, it is an *expectation.*”

AIM & OBJECTIVES

This research aims to explore the role of hyper-personalisation in enhancing customer engagement and experiences in the personal care industry.

To evaluate consumer attitudes towards hyper-personalisation and how it addresses their wellness needs in the personal care industry.

- To explore how hyper-personalisation creates brand experiences that strengthen Gen Z's emotional connection to the brand.
- To investigate how hyper-personalisation can foster a sense of community and wellness among Gen Z consumers.



SpaceNK and FaceGym, two industry leaders known for their dedication to innovation, have long understood the importance of delivering not just premium products, but a holistic experience that resonates with their customers.

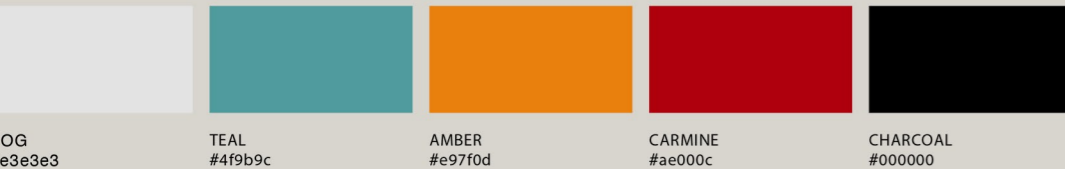
TARGET CONSUMER

- Gen Z and Millennials
- Informed and discerning
- Higher disposable income
- Engaged with trends
- Values innovation



‘Consumers seek deeper & more meaningful connections with the brands they engage with.’

CONCEPT BOARDS



FACE
GYM.

MATERIAL BOARD

FIXTURE BOARD

INSPIRATION

- IMMERSIVE EXPERIENCES - Engage the senses
- ELEMENTAL JUXTAPOSITION - Coral fixtures with luxurious textures
- MODERN ELEGANCE - Clean minimalist design and finishes
- INNOVATIVE LIGHTING - Ambient light for mood creation
- TECHNOLOGY INTEGRATION - AI-driven and interactive journeys
- PERSONALISED JOURNEY - Designed for self-expression and reflection



INSPIRATION BOARD



Oxford Street

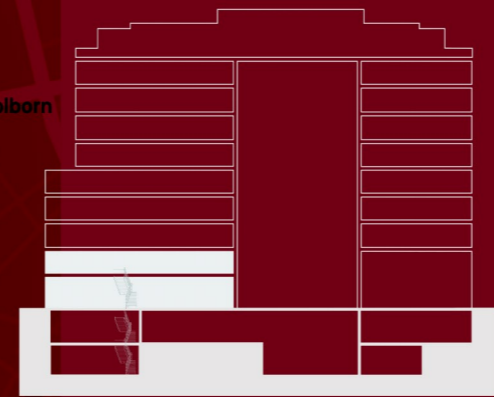
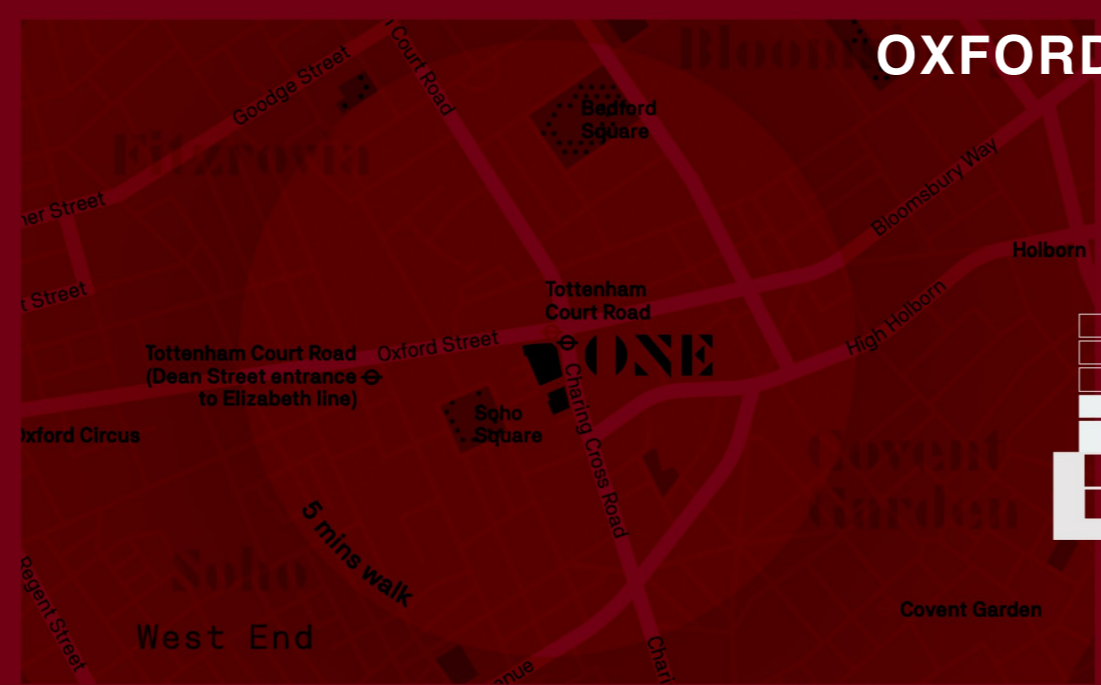


TOTTENHAM COURT ROAD (EXIT)

Escape the vibrant energy of London's iconic shopping district and step into your personal SaNktuary, a collaboration between SpaceNK and FACEGYM, nestled at the crossroads of Oxford Street and Tottenham Court Road — a serene retreat from the bustling city.



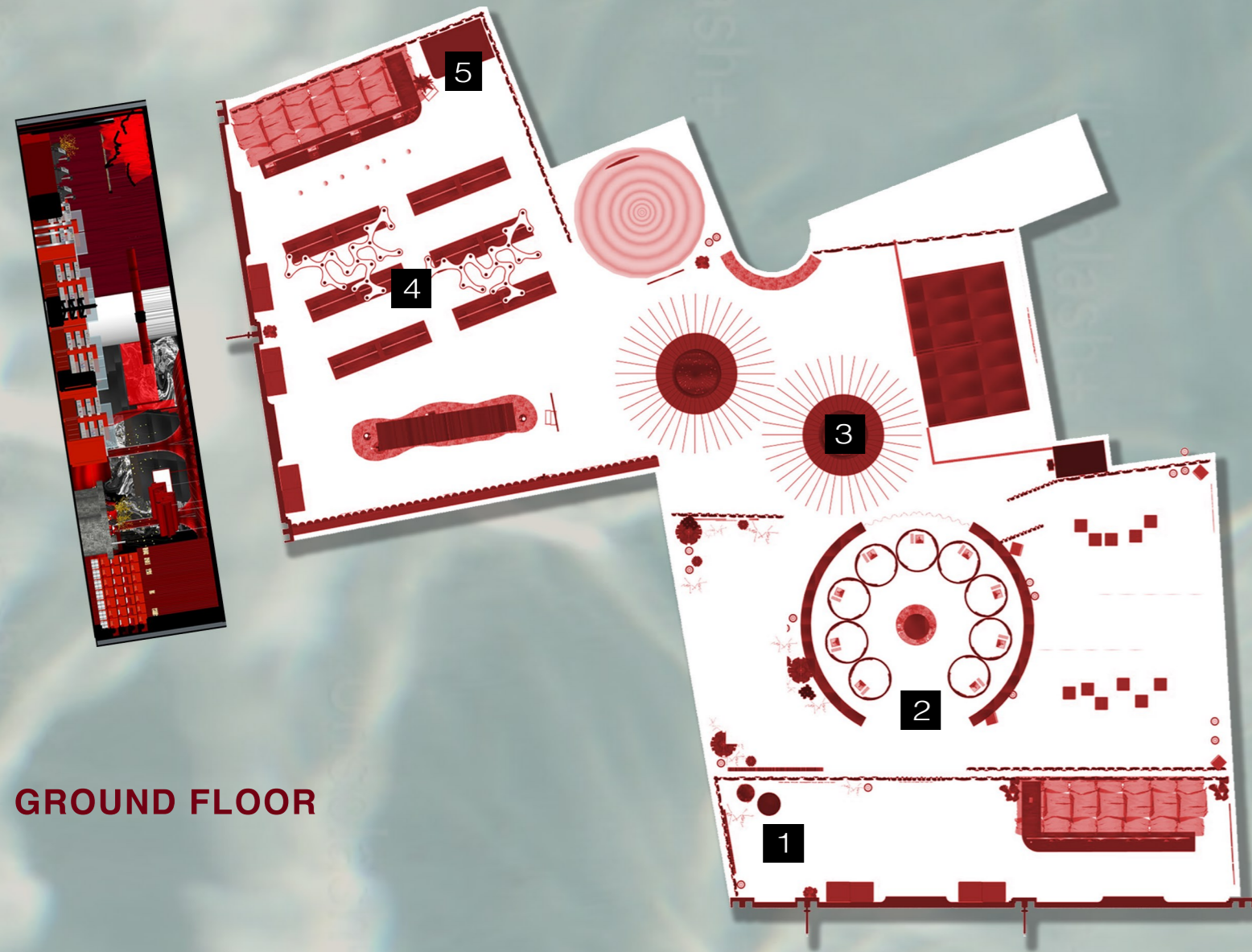
OXFORD STREET (ENTRANCE)



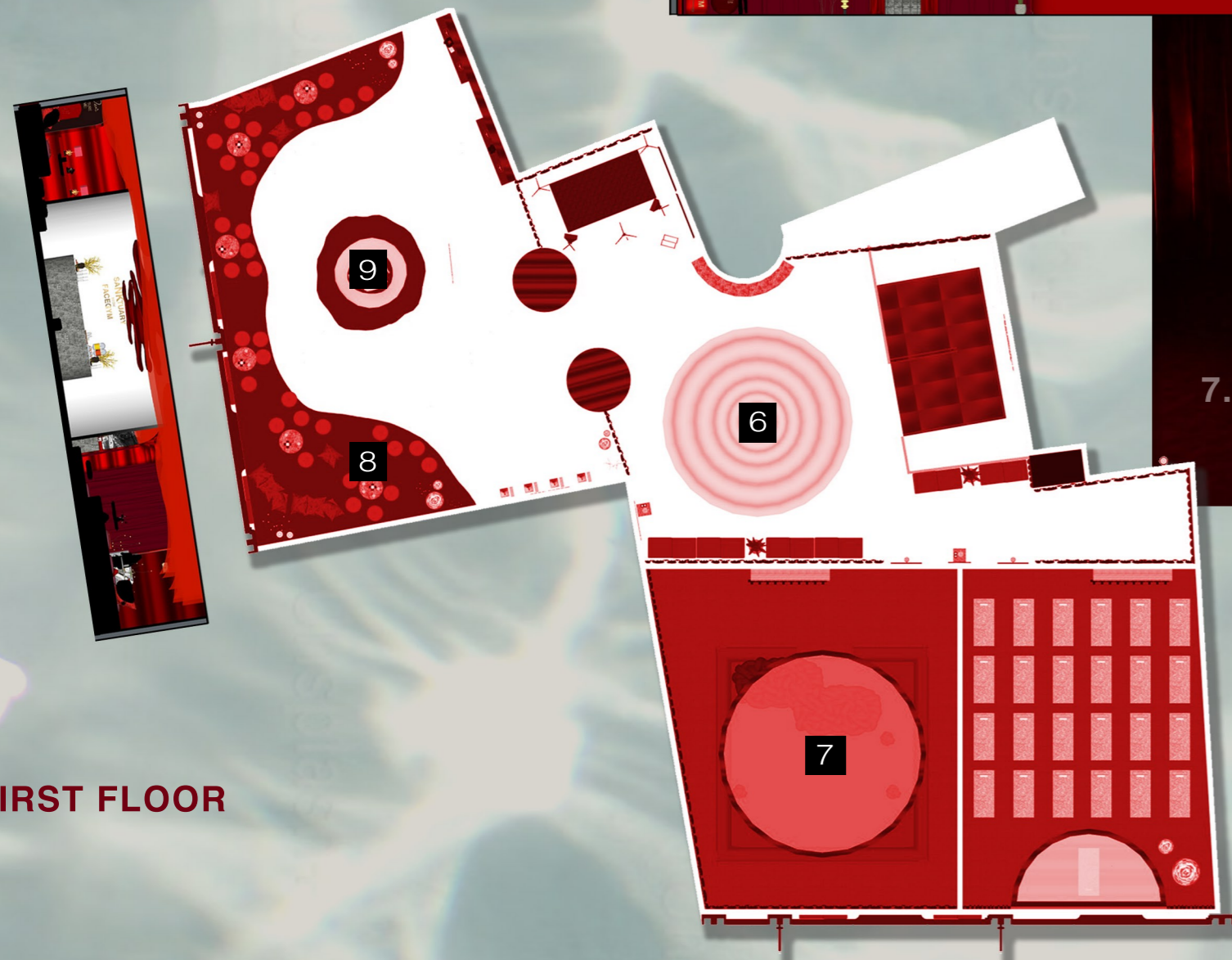
1,600 SQM

- MODERN ARCHITECTURE & GREAT TRANSPORT LINKS
- BUSIEST RETAIL AREA IN LONDON
- MIXED-USE SPACE - RETAIL & OFFICES

KEY FIXTURES



GROUND FLOOR



FIRST FLOOR



2. CHECK-IN KIOSKS TO SYNC THE JOURNEY

SPACENK & FACEGYM PROPS

3. SOCIAL SPACE SEATING



4. WATER RIPPLE LIGHTING

5. GIFT COLLECTION

7. RADIANCE STUDIO



6. PREP BAR

9. SANKTUARY CAFE COUNTER



8. THE 'REEF' SEATING ZONE

IN-STORE ACTIVATION

SANKTUARY



Customers will have their image captured in the photo studio, and using generative AI, the app will transform these images into personalised visuals that reflect the customer's appearance and generate custom content.

**All images shown in the magazine are AI generated, highlighting the potential of AI to enhance hyper-personalisation and offer a deeply individualised experience.*

