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Global expansion plans for Clinique La Prairie

BY Rebecca Barnes



La Prairie CEO Simone Gibertoni is developing a comprehensive strategy to develop Clinique La Prairie in Montreux as a world-renowned brand.

The clinic, which has been established for 85 years, aims to further build on its expertise in rejuvenation, longevity and also wellbeing, as well as continuing to offer its clientele advanced medical services.

Before joining Clinique La Prairie in Q3 2016, Gibertoni was managing director of CRB, the global leader in high performance skincare. This followed a period at Intercos Group where he served as senior vice president of skincare and contributed to a number of successful launches.

Gibertoni is regularly interviewed on the subject of wellness and spas, as well topics relating to skincare and beauty. He has also written two books, *The High Performance Company Manifesto* and *The Path to Personal Excellence*.

According to Gibertoni, the expansion will begin at the clinic itself and plans include developing and streamlining existing medical programmes and introducing new ones.

"Our intention is to create a series of 'discovery' programmes, such as a weekend option that will allow potential clients to learn about services tailor-made to their individual health and wellbeing needs," said Gibertoni, speaking exclusively to *Spa Opportunities*.

"This will combine 'science' – under the auspices of our expert medical team - and 'art' representing the most superlative experience and ambient and holistic environment for our guests."

With 60 per cent repeat business at the clinic, research shows that the market is expanding by 10 per cent per annum. As a result, Gibertoni intends to increase occupancy capacity by adding accommodation such as villas for clients who may prefer to stay for periods longer than a week.

Discussing international strategy, Gibertoni revealed his intention to create smaller

satellite Clinique La Prairie day clinics in major cities beyond Europe.

“This will enable us to provide year-round ‘health consultancy’ and bespoke follow-up medical consultancy. We will be considering creating two to three CLP clinics, based on our existing model.”

“Further ahead we hope to enhance our core medical services in the fields of longevity and wellbeing,” he continued. “For example, as part of our preliminary health checks of clients, we now offer genetic tests as preventative medicine is a key element of our mission.

“In essence, we want to be seen as the long-term health consultants of our clients, beyond their stay with us at the clinic.”

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