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May 13, 2013

Acqua di Parma Opens Second Spa

By CYNTHIA MARTENS

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SECOND SPA: Acqua di Parma has opened its second Acqua di Parma Blu Mediterraneo Spa in Venice, close to Piazza San Marco and the church of Santa Maria della Salute. Housed in a 15th-century gothic nobleman's residence that was later transformed into the Gritti Palace luxury hotel, the new spa is open to guests through a private entrance, and also to the public.

"The Gritti Palace is a true icon," said Gabriella Scarpa, president of Acqua di Parma, adding that Venice, a symbol of beauty, art and nobility, was the perfect city for the spa. "We

reflect these values, and want to convey them through the project for this new spa, built with the most precious Italian materials," she said.

Architect **Carla Baratelli's** Studio Asia developed the project, and the décor features Murano glass, marble, gold-leaf mosaics and wenge wood, as well as LED lighting. Located near the hotel lobby, the spa offers footbaths, suites for individuals and couples, relaxing showers, a Turkish bath, and a variety of specialized treatments overseen by a team of therapists. In addition, Blu Mediterraneo Italian Resort face and body products will be on sale at the reception.

Acqua di Parma was founded in 1916 and is best known for its Colonia fragrance range, although the brand also offers a home fragrance line and well as assorted accessories in terrycloth and leather, all produced entirely in Italy and distributed in 38 countries worldwide. Since 2001, Acqua di Parma has been part of the Louis Vuitton Moët Hennessy Group.

The first Acqua di Parma Blu Mediterraneo Spa opened in 2008 in Porto Cervo, Sardinia.

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