

Client: Borgo Egnazia
Source: European Spa
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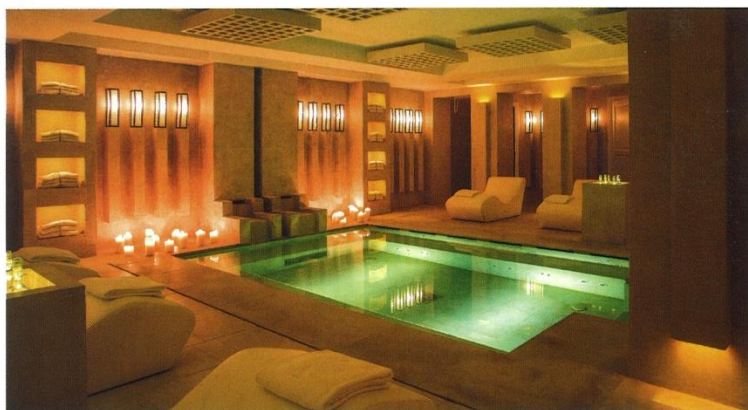
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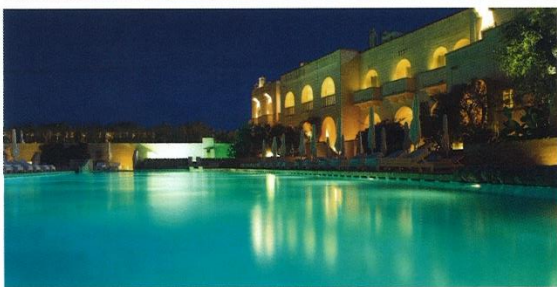
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Business Italy in focus



Borgo Egnazia's traditionally constructed buildings house the 2,000sqm Vair Spa, which offers an eclectic programme of experiences that harness the region's natural bounty



▷ Vair Spa at Borgo Egnazia

'Nowhere else experiences' at one of the spa jewels in Italy's crown



Aldo Melpignano

Built from natural white stone to celebrate traditional Puglian architecture, and with commanding views of the Adriatic sea of Savelletri and ancient olive groves of the Itria Valley, Borgo Egnazia is one of Italy's spa jewels.

The five-star property works to create what it refers to as 'nowhere else experiences', and at the heart of this promise is the multi-award-winning Vair Spa.

Many of the 2,000sqm spa's treatments and products are inspired by the local culture and environment, incorporating indigenous ingredients, including fresh herbs and hand-picked fruits harvested from nearby fields.

A further devotion to the culture of Roman bathing is evident in a space that includes a tepidarium, a caldarium and a frigidarium, as well as a saltwater flotation tank.

As well as its highly trained therapists, Vair's

esoteric programmes require the participation of dancers and musicians, allowing guests to explore new areas of fitness through movement, and new levels of relaxation through sound. A range of Puglian-inspired sports activities and Iyengar Yoga are also on the menu.

Constant evolution

"Vair means 'true' in the Puglian dialect," states owner and managing director Aldo Melpignano. "This name embodies the spa's most intimate essence, in that we focus on the 'true wellbeing' that is just inside ourselves.

"We offer an ever-changing range of treatments and programmes that combine spa experiences, nutrition and personal discovery. For instance, Tarant is our women-only wellness retreat based on the ancient Puglian phenomenon of the Tarantism: a mind-blowing experience that combines dance, poetic spa treatments and elements of the Mediterranean diet."

Borgo Egnazia claims that 'every detail and treatment is infused with the soul of southern

Italy, particularly that of Puglia', and this includes its magnificent spa.

"Vair aims to lead you to rediscover your joy and happiness through one-of-a-kind spa experiences based on a deep connection with our land, continual innovation and high personalisation," adds Melpignano.

This distinctly home-grown quality, which spreads from the brand's products to its music and personnel, is said to be part of the reason for its high guest capture rate.

"Borgo Egnazia was only opened eight years ago, so we are still pretty young, but we already have a lot of repeat guests, which is the result of hard, passionate work together with what is a fantastic place. It's a magical blend," says Melpignano.

www.borgoegnazia.com | www.vairspa.it

FAST FACTS

Size: 2,000sqm **Spa team:** Around 30

Treatment rooms: 12 plus two beauty booths

Key suppliers: KLAFS, Vair in-house products, INSILIUM Cosmetics, Luca Fortuna's Essential Oils, Technogym