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Top location in Milan - Dr. Hauschka flagship store opens its doors (BILD)



Bad Boll/Eckwälden (ots) -

On 18 September, Italy's first Dr. Hauschka flagship store opened its doors in time for Milan Fashion Week. Located at Via Abbadesse 20 in the historic centre of the Italian beauty and fashion metropolis, the new Dr. Hauschka flagship store is an oasis of tranquillity and relaxation. Here customers can shut out the international hustle and bustle of the city, enjoy different Dr. Hauschka treatments and consult with a Dr. Hauschka Esthetician. A separate area is devoted exclusively to make-up. Depending on the occasion and personal taste, customers can dive back into city life sporting a natural or a dramatic look.

At Dr. Hauschka, the focus is on individuals. If they are feeling well, their skin will reflect it. This concept was applied consistently throughout the new Dr. Hauschka flagship store in Milan. From the showroom, a "path of the senses" leads to a separate make-up area and onward to the treatment booth, where customers can let themselves be pampered from head to toe with a classic Dr. Hauschka Treatment or one of its six variations, ranging from luxury to relaxation and rejuvenation. Dr. Hauschka Body Treatments are also available - for the entire body, the back and the hands and the feet - as well as manicures and pedicures. There is something for everyone to enjoy here. The comprehensive range offered by the new Dr. Hauschka flagship store is complemented by a variety of workshops on face and body care as well as make-up courses, which will be held several times per year.

Listed building dating to the 5th century - sustainable materials

In terms of architecture, implementing the unique Dr. Hauschka concept in a listed former monastery dating back to the 5th century presented certain challenges. The old ceilings made from waxed spruce wood were preserved, as were the terracotta floors and the door and window lintels with their antique tiles. The restoration of the inside walls required the greatest effort; the masonry was painted over with a whitewash that was typical in former times, resulting in an attractive interior look. In outfitting and furnishing the store, value was placed on sustainable materials, such as wood panelling made from plantation poplars, water-based varnishes and untreated materials such as glass and steel.

The character of the materials gives the rooms their unique flair. The warmth that is radiated by the ancient walls stands in deliberate contrast to the clean lines and colours of the furnishings, which feature large quantities of satinated glass, gleaming stainless steel, varnished wood and a lot of white. This creates an ambience of simplicity that places a spotlight not on the interior design, but on the products and philosophy of Dr. Hauschka. A space in which customers can leave their cares behind, recharge their batteries and let themselves be pampered.

Dr. Hauschka flagship store
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Dr. Hauschka Quality

'Nature's treasures transformed for you' - this has been WALA Heilmittel GmbH's guiding principle ever since the company was founded back in 1935. By harnessing the rhythms of polarities such as warmth and cold, darkness and light or rest and movement, the company creates healthcare products based on natural substances that, wherever possible, are obtained from certified organic or Demeter sources and under fair conditions.

Today, with its three brands - WALA Medicines, Dr. Hauschka Skin Care and Dr. Hauschka Med - the company exports products to over 40 countries. WALA employs around 800 people and generated sales of EUR 109 million in 2012.

Dr. Hauschka skin care products are available from natural food stores, health food stores, selected department stores, stores specializing in natural cosmetics and toiletries, Dr. Hauschka Natural Estheticians and pharmacies. The Dr. Hauschka Service Team will give you the names of local suppliers and will answer any questions you may have. To contact them, call +49 7164 930 181, Monday to Friday between 8 a.m. and 5 p.m. Or visit us on the Internet at www.dr.hauschka.com/en_DE/.

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Medieninhalte



The new Dr. Hauschka Flagship Store in Milan, Italy. Editorial use of this picture is free of charge. Please quote the source: "ops/WALA Heilmittel GmbH/Tommaso Riva"

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