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**KANOPE**  
L'Hygiène au bien-être



## Patrick Saussay Managing director of after the rain SA



Patrick Saussay, Isabelle Nordmann's partner and Managing director of after the rain SA sets up the foundations of after the rain Switzerland's international development.

### ► a key encounter

Founder of after the rain, Isabelle Nordmann has entrusted Patrick Saussay with the General Management of after the rain SA in order to boost the international development of the Swiss Spa brand while preserving its uniqueness, high quality and creativity. Concerned about the future of her project in tune with her values, Isabelle Nordmann has identified in Patrick Saussay the right partner to deal with this ambitious and promising challenge. With a high-level management experience, Patrick Saussay has always been attracted by the wellness and luxury industries. Isabelle Nordmann and Patrick Saussay have naturally come to a business association, both of them sharing an original and exclusive vision for after the rain Switzerland.

### ► a vision for the development

Through the first year of collaboration, many contacts have been taken in Europe, South America, Africa, Middle East and U.S.A. Besides the launch of the prestigious Gural Alibey Premier Spa resort in Antalya, several major agreements are on the way. Patrick Saussay likes to work on projects which fit perfectly with after the rain concept based on personalization and its strong human story. Exotic destinations granted with prosperous land promising original Spa menus, inspired historical sites, they are Patrick Saussay's targets since they offer a real freedom of expression to the brand in harmony with the local culture.

### ► a new communication campaign

This fall, after the rain comes with a new campaign of original pictures that reinforce the brand values of creativity and authenticity. Shot in deep nature by the talented Denis Hayoun, these pictures reveal the use of flowers, alpine plants and fresh products in the signature treatments of the Swiss Spa brand. A feeling of deep relaxation in real nature comes out the campaign. As a support for the corporate communication, it will be diffused in the official website, social networks, advertising, trade-shows, POP and available for media and partners.

### ► a wide offer

There are interesting perspectives for the end of the year : a line of amenities under the name of after the rain Switzerland developed under license by Groupe GM and launched at Equip'Hôtel 2010, the one year anniversary for Spa kid menu, a new body treatment signed Christine Masson, and, last but not least, the opening of the second after the rain, based in Paris in the Saint James & Albany Hôtel, located rue de Rivoli, facing the Tuileries.

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