

Profit through pampering

Red Door is leader in freestanding day spas

Spa popularity depends on individual taste, said Anna Lempereur-Moine, a spa consultant based in New York.

“It depends what the individual is looking for in terms of experiences,” she said. “Red Door is all over the country. To their credit, what they’ve done is been able to do cross-merchandising with Saks to entice upscale customers. Another advantage is the brand. It’s an iconic American brand, familiar to the customer, specifically the suburban customer.”

That and strong management have helped Red Door see success with its multiple locations.

“Typically the issues that face spa expansion are people management. It becomes a management issue and how to apply that to multiple locations,” Lempereur-Moine said.

