Spa Ceylon to take on the international market

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Spa Ceylon, a luxury lifestyle brand with a Ceylonese identity, is set to take the international market by storm as they expand their product and service offering to seven countries this year, with over 16 outlets planned to be opened in the next 12 months. The international expansion will cover Russia, Turkey, UAE (Dubai), India, South Africa, Japan and the Maldives in 2013, while operations in Singapore and Malaysia will commence in early 2014.

The Company has plans to launch over 20 outlets before the end of the year, operating single brand retail outlets under their own brand name. Locally, Spa Ceylon will be expanding to five more locations from its current 14 outlets by

December 2013. The five new spas and boutiques will be located in key tourist hubs. The launch of this luxury brand into the international market will cover not only distribution but shop in shop business. With this foray into the international market, Spa Ceylon is poised to stand head-to-head with other renowned global brands.

Founded in May 2009 by brothers Shiwantha Dias and Shalin Balasuriya, the Company has seen an increase in profits year on year since its launch and a vast increase in sales per square foot. The Company expects a further growth of 500 percent in the next year.

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