



Our history

Raison d'Étre was founded in 1998 in London by Alexander Arnewid and Rosamond Freeman-Attwood. The first Raison d'Étre spa opened on Soneva Fushi in 1999 and was an instant success. The owners of Soneva Fushi later took over this spa and rebranded it to become the first Six Senses spa. Anna Bjurstam, who joined the company in 2000, had been involved in the company pro-bono since the beginning, and when Raison d'Étre quickly grew to six spas in the Maldives, Anna moved to the Maldives to expand Raison d'Étre, including their three-star brand Etoile.

Alexander tragically passed away in 2000. Rosamond and Anna became stronger from this tragedy and acquired the contract to develop and manage all Aman resort spas. The first Aman Spa opened in 2001 at Amanpuri in Thailand. This spa won several awards and received a lot of publicity. It was evident that Raison d'Étre had something unique to offer the spa industry, and the company started to expand its consultancy work worldwide. The innovative creativity, together with the soulful and hands-on approach, organically led Raison d'Étre to start building brands for others. We became "The Brand Behind The Brand(s)."

Taj Hotels was the first client who asked Raison d'Étre to create the brand from the start that today is Jiva Spa at Taj Hotels. Through market research, studies and travels around India, together with a fantastic team from both Raison d'Étre and two more individuals - Samir and Bina Patel, who later headed up the Taj Spa Division - a beautiful and authentic Indian and Ayurvedic spa brand emerged that has continued to grow throughout the world since.

Many more brands followed, resulting in the joint venture of Resense Spa S.A. with Kempinski hotels in 2008, which is a separate entity that develops and operates the two spa brands Resense and Kempinski The Spa at Kempinski Hotels worldwide. Kasha Shillington, who joined Raison d'Étre as a third partner in 2007, contributed significantly to develop Raison d'Étre and its partnerships strategically and is today the CEO of Resense S.A. Another joint venture was formed for the stand-alone spa project at Grand Hôtel in Stockholm. Investor owns the Grand Hôtel, a Nordic-based industrial holding company founded almost one hundred years ago by the Wallenberg family.

In 2009, the first Nordic Raison d'Étre branded spa opened. It was branded Nordic Spa & Fitness by Raison d'Étre at the world-renowned Grand Hotel in Stockholm, part of Leading Hotels of the World. Our brand LivNordic Spa & Fitness has been successfully operating the LivNordic spas onboard the prestigious Viking Cruise ships since 2015.

Pegasus Capital Advisors, who in 2012 acquired Six Senses Resorts & Spas and many other wellness-focused businesses, acquired Raison d'Étre in 2013 from Anna Bjurstam. She became the sole owner in 2011 when she bought out her other two partners. Anna is still very much involved in the two companies, and in 2015 Anna-Cari Gund joined the company as Managing Director.

In 2019, both Six Senses and Raison d'Étre were purchased by InterContinental Hotels Group (IHG), positioning Six Senses at the top of their most luxurious brands. Raison d'Étre



continues to work independently as a world-renowned Spa & Wellness Consultancy on land and at Sea and continues to develop our own brand LivNordic Hotel & Wellbeing worldwide.

Since 2020, Raison d'Étre has focused on the Regent Spa & Wellness brand for our owners IHG and continues to create unique concepts for the company group and independent clients. CIDESCO International accredited our Spa Business Education in 2020, and the first candidates received their CIDESCO Diplomas after passing the challenging examination.