

A modern spa bathroom with a large mirror, a digital tablet mounted on the wall, and a wooden vanity. The text "alo spa" is overlaid in large white letters. The mirror reflects the room and has the "alo" logo on it. The tablet displays a menu in Thai. The vanity has a sink, a faucet, and some toiletries. The walls are made of light-colored stone or tile. The lighting is warm and ambient.

A modern spa bathroom with a large mirror, a digital tablet mounted on the wall, and a wooden vanity. The text "alo spa" is overlaid in large white letters at the bottom left. The mirror reflects the room and has the "alo" logo on the right side. The digital tablet displays a menu in Thai. The vanity has a sink, a faucet, and various toiletries. The walls are made of light-colored stone tiles, and the vanity is made of wood.

A modern spa bathroom with a large mirror, a digital tablet mounted on the wall, and a wooden vanity. The text "alo spa" is overlaid in large white letters. The mirror reflects the room and has the "alo" logo on it. The tablet displays a menu with Thai text. The vanity has a sink, a faucet, and some toiletries. The walls are made of light-colored stone tiles. The lighting is warm and ambient.

What is alo?

Alo Yoga, a premium athletic apparel brand, was **founded in 2007 in Los Angeles** by childhood friends Danny Harris and Marco DeGeorge.

The brand quickly gained a reputation for **combining fashion with functionality in the athleisure space**. Alo Yoga offers a wide range of products, including activewear, loungewear, formal wear, ski wear, and accessories.

Expanding its **lifestyle** offerings, the brand also **features skincare products and the Alo Moves fitness and meditation platform**.

Alo Yoga's influence goes beyond apparel, with the brand also operating branded studios and cafés, **promoting a holistic approach to health and wellness**.

Brand Analysis

Mission Statement: Alo aims to inspire wellness and mindfulness through high-quality, stylish, and sustainable activewear.

Vision Statement: To be the leading global brand in mindful movement, promoting wellness, sustainability, and innovation in fashion.

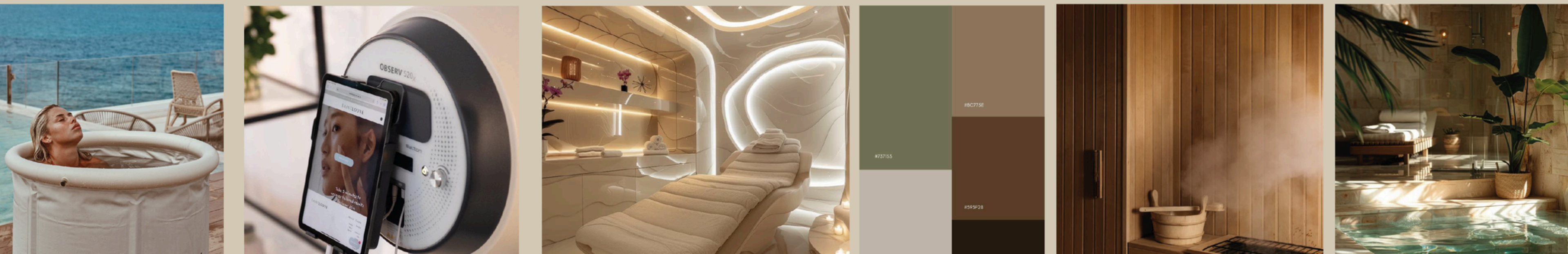
Brand Equity: Luxury Activewear Prestige

Strengths: Premium quality, strong brand identity, celebrity endorsements, sustainability focus.

Weaknesses: High price point, limited accessibility for budget-conscious consumers.

Opportunities: Expansion into new markets, collaborations, digital wellness experiences.

Threats: Rising competition, economic downturns, shifts in consumer preferences.



alo spa

branding



Statement

For wellness-conscious millennials and Gen Z consumers who seek a holistic, aspirational, personalized approach to self-care and mindful living, Alo Spa is a premium wellness experience that extends Alo's commitment to balance, beauty, and well-being. Unlike traditional spas that focus only on treatments, and unlike fitness brands that lack true experiential wellness spaces, Alo Spa creates a seamless bond between technology and nature where movement, restoration, and intentional living come together—nurturing both body and mind.



Target Audience

Mostly women and increasingly men aged 18–35 yo

Especially Millennials and Gen Z

Living in major cities like LA, NYC

Young consumers that are looking for a higher social status, are easily influenced, like to follow trends, and they consume through aesthetics.



Challenge/ Pain Point

Challenge: **Staying Authentic While Entering a New, Experience-Based Market**

- Alo is known for products (clothing, accessories, digital wellness content).
- Moving into a service and experience space (like spas) requires building deep trust in a new category where expertise, hospitality, and consistency are critical.
- The risk is that if the spa experience feels generic, disconnected, or not “elevated” enough, it could dilute Alo’s premium brand image.

Pain point: **Over-saturation and doubt in the Wellness Space**

- Millennials and Gen Z consumers are highly selective, they’ve seen countless brands market “self-care” without delivering real value.
- They seek authentic, high-quality experiences that feel intentional, personalized, and truly transformative, not just beautiful spaces.
- **Their pain point:** “I want more than just a pretty place, I want an experience that nurtures my body, mind, and spirit.”

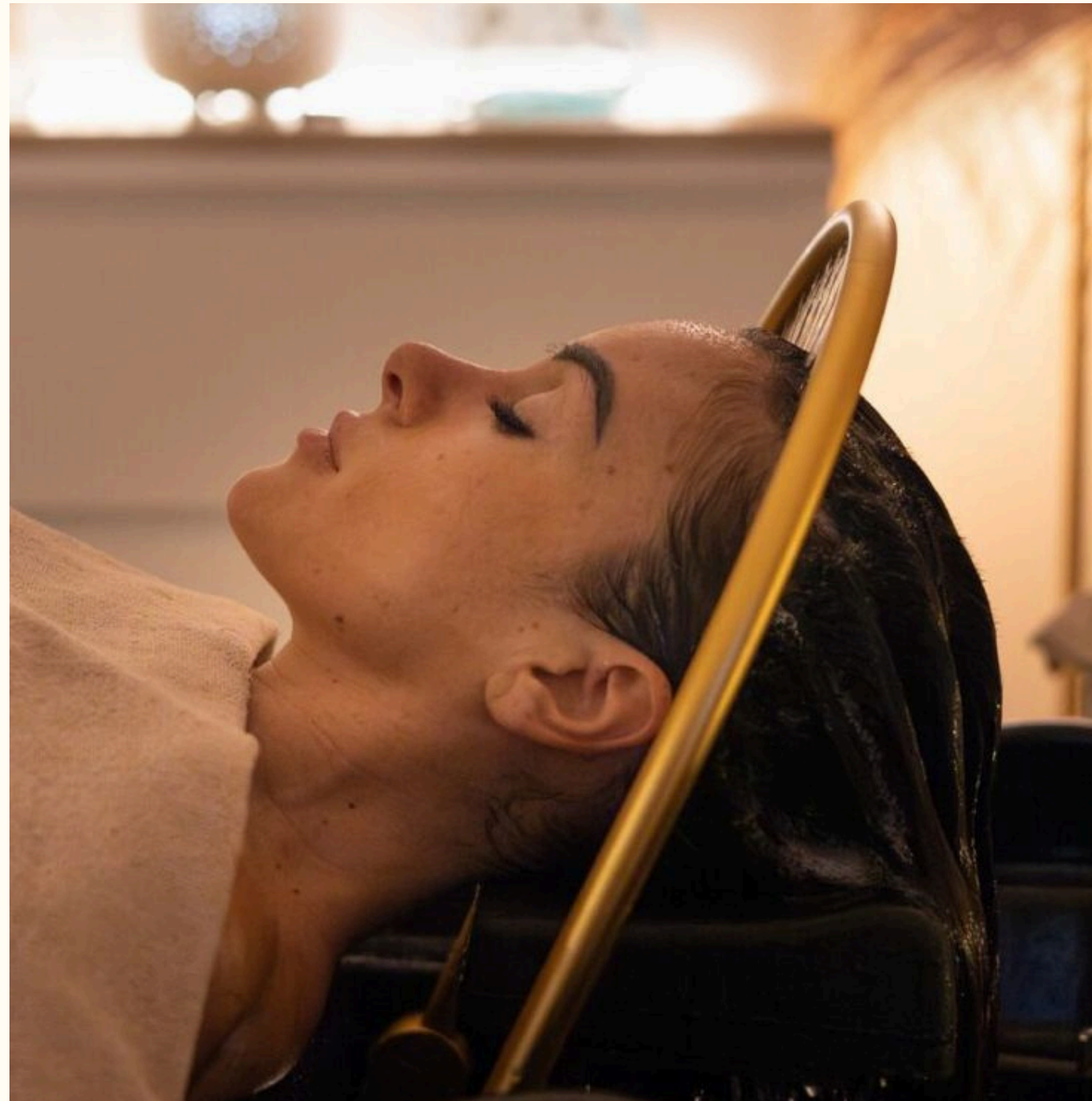
Solution

To provide a luxurious exceptional spa experience and services to those in need of relaxation, rejuvenation, and want to glow from the inside out.



Unique Benefit

Alo Spa offers a premium wellness experience that combines technology, mindful living, and nature. Creating a life changing venue that nurtures body and mind.





Vision

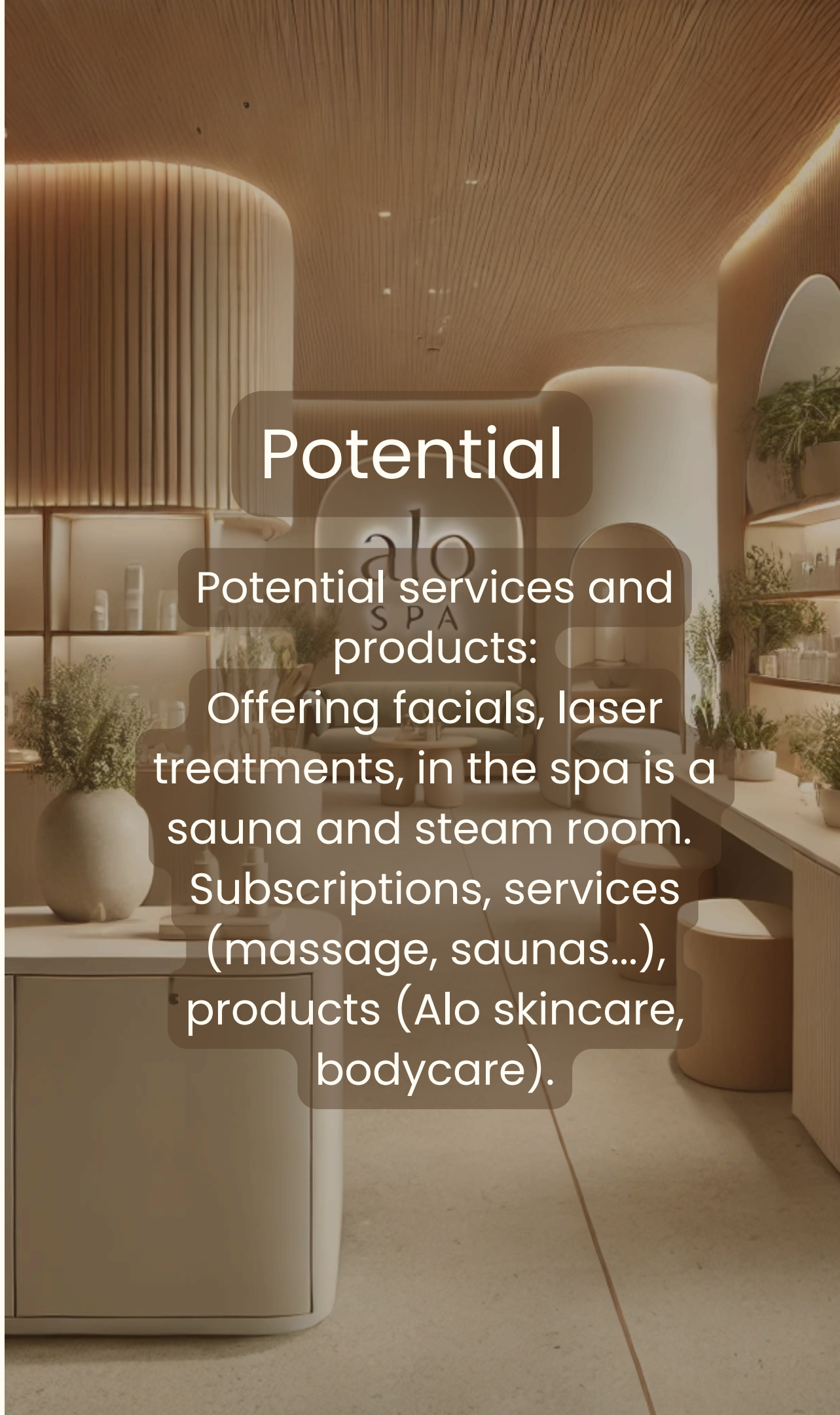
To redefine wellness by creating intentional spaces that elevate beauty, restore balance, and inspire mindful living.



alo spa

Mission

At Alo Wellness Spa, we create transformative experiences that nourish body, mind, and spirit. Rooted in the Alo ethos of mindful movement and intentional living, our spa is a space to reset, reconnect, and radiate wellness from within.



Potential

Potential services and products:

Offering facials, laser treatments, in the spa is a sauna and steam room. Subscriptions, services (massage, saunas...), products (Alo skincare, bodycare).

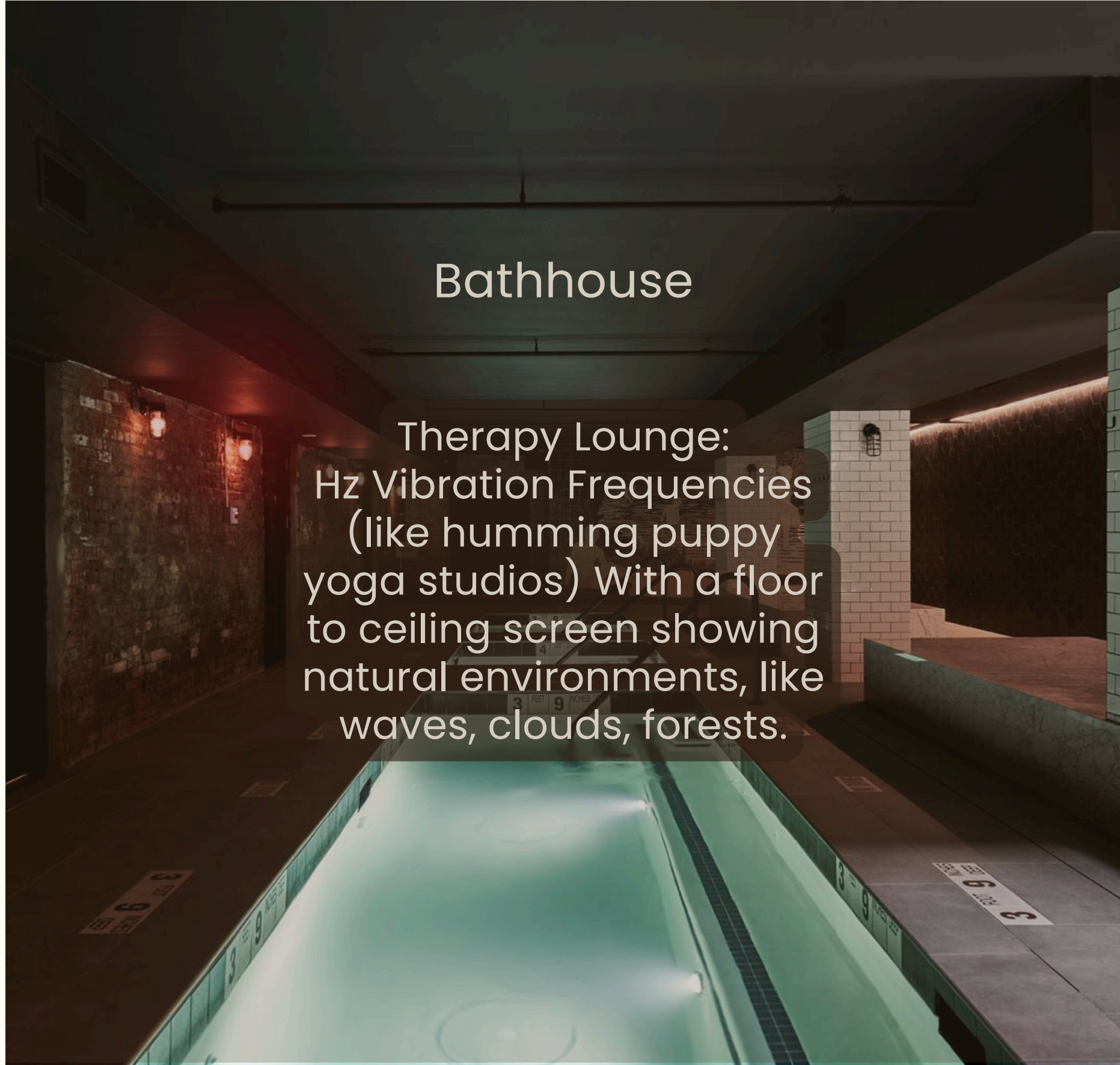
Competition

What makes Alo Spa better: Alo Spa is more than a spa its an ecosystem, with face recognition, skin evaluation, recommendations delivering a personalized wellness experience in every visit...



Vanessa Marc

Use of skincare technology like oxygen facials, LED therapy, and lasers for advanced treatments (body sculpting...



Bathhouse

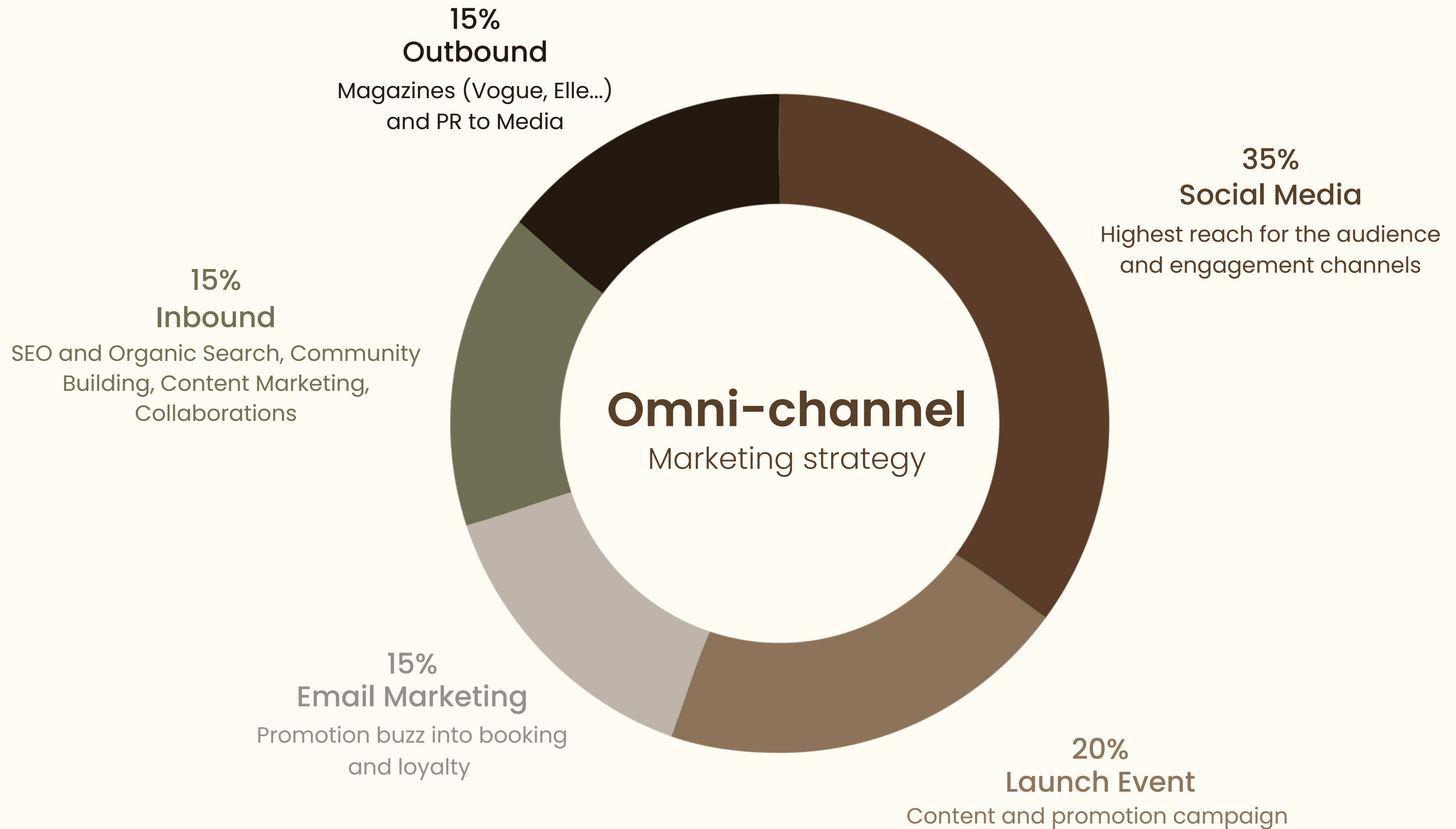
Therapy Lounge:
Hz Vibration Frequencies
(like humming puppy
yoga studios) With a floor
to ceiling screen showing
natural environments, like
waves, clouds, forests.

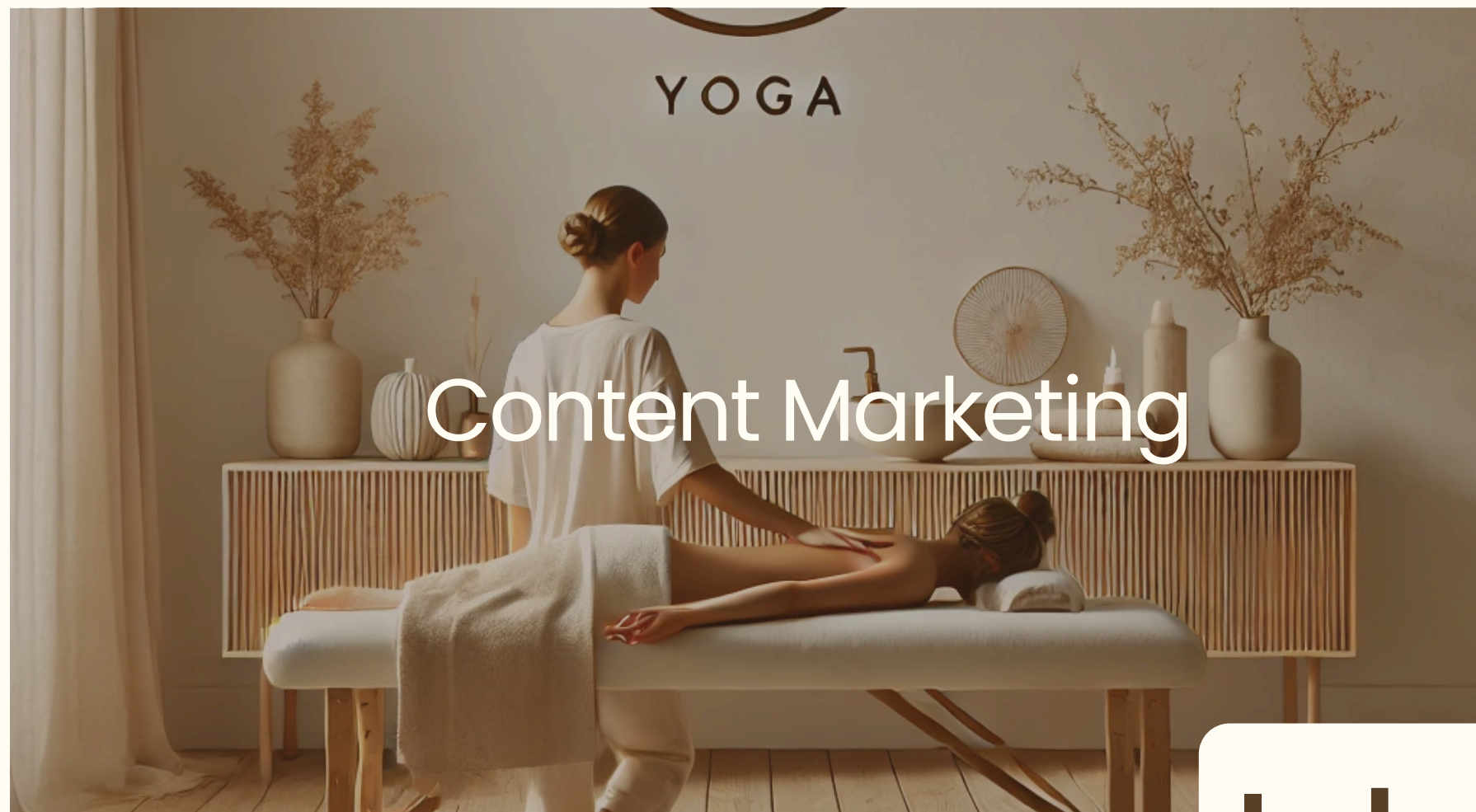
Why alo spa special?



face recognition, skin evaluation,
personalize recommendation

wellness, movement,
restoration





Content Marketing



Community Building

Inbound



SEO and Organic Search



Influencer and Wellness
Ambassador Collaborations

Content Marketing

Mindful living content, guides distributed through Alo Moves, Instagram, Tiktok, Youtube. Position Alo Spa as the ultimate destination for “Mindful restoration”.

Community Building

Exclusive spa experiences to Alo Moves subscribers or loyal customers first. (Early access).

Gift cards- a tryout for purchases higher than 200 in store.

Inbound

SEO and Organic Search

Target wellness keywords: “mindful spa experience”, “Intelligent spa”, “Ai personalized spa”.

Feature wellness influencers that target Alo Spa as a must visit

Influencer and Wellness Ambassador Collaborations

Partner with yoga Instructors, A list influencers: Kendall Jenner, Hailey Bieber, Rosie Huntington – Whiteley.

Authentic visits and storytelling (“A day of restoration at Alo Spa”) shared on social media.



FOMO



Email Marketing

Outbound



PR and Launch Events



Strategic Partnerships

FOMO

Create a waitlist to be accepted as a member of the Spa.

Retarget Alo Yoga website visitors and Alo Moves members with special spa offers

Email Marketing

Use segmented lists (Alo Yoga customers, Alo Moves members) to announce Alo Spa openings, seasonal treatments, membership offers. Include exclusive booking windows or loyalty perks.

Outbound

PR and Launch Events

Hold aspirational lifestyle focused launch events at Alo Spa locations.

Invite press, Influencers, and wellness thought leaders to experience and share the spa's unique approach.

Strategic Partnerships

Partner with Influencers on instagram, Tiktok, and Youtube showing the spa experience

Partner with luxury hotels, fitness centers, and wellness retreats to offer spa credits or co-branded wellness packages.

Collaborate with clean beauty and wellness brands to cross-promote products and experiences.

Launch Global Wellness Day – June 14th

Why June 14th?

- Aligns with Alo's 18–35 yo wellness-focused audience
- Capture summer wellness trends
- Avoids holiday clutter

Timeline (May–June 14)

- May: Teasers
- Early June: Invitations
- June 14: Launch Event

Social Media

- Micro-influencers (10K–50K)
- Loyal customers via contest
- Local wellness media

Exclusive Opening Party

- Mini treatments, Alo demos
- Livestreamed on Instagram

Where?

- LA and NYC

Who's Invited?

- Micro-influencers
(like @awellthygirl and varshaselfcare)

Free Spa Service

- Spend \$200+ on Alo skincare

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Thank you

Ana Garcia