

WWW.WHITEINWELLNESS.COM

WHITE

*COMPANY PROFILE*

DECEMBER, 2023



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## ABOUT OUR COMPANY

WHITE is a dynamic, innovative and creative company passionate about developing commercial, authentic, visionary projects and products with a sense of place and value for guests and stakeholders alike.

WHITE is inspired by the notion that all projects and businesses are unique and require a tailored, bespoke solution to ensure the most successful outcome. WHITE is about creating solutions from different angles.



A hand holding a crystal ball that reflects a cityscape. In the reflection, a sign is visible with the text 'The Loop' and 'Uptown' below it. The background of the image is a soft-focus city scene.

# OUR VISION

*To be recognised as a leading innovative visionary wellness and hospitality business solutions company. Continually building stakeholder loyalty and value.*



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# OUR VALUES

Be Different  
Effective Communication  
High Integrity  
be Passionate  
Be Inclusive  
Better Every Day





# WHAT WE DO

## MARKET RESEARCH & FEASIBILITY

- Competitive & Market Analysis.
- Initial Financial Viability Studies.
- Initial Concept Recommendations.
- Initial Area Programme Study.
- Initial Draft Manning Brief.
- Partner/ Specialist Equipment Recommendation.
- Kick-Off Meeting and Design Coordination.

## CONCEPT & BRANDING

- Complete turnkey development of the brand.
- Strategy and Positioning.
- Service Programming.
- Unique Touch Points
- Concept Area Programming.
- Design & CI Co-ordination.
- Partnership Co-ordination.

## DESIGN AND TECHNICAL

- Schematic Design Phase
- Finalize BOH & FOH bubble layout.
- Specialist MEP Services
- Detailed Design Development
- Finalise detailed design requirements
  - Manning Guide
  - Deviation Report
  - OSE Budget Compilation
  - Review FFE Specification
- Construction | Handover
- Design, Build and Quality Inspections
  - FFE & OSE Delivery & Installation
  - Defect & Snagging Report
  - Monitor Defect Rectification.



# WHAT WE DO

## PRE-OPENING SERVICES

- Critical Path Planning & Execution.
- Financial Services Preparation.
- Staff Training - Management & Operational (inc Therapy)

### Assimilation Solution

- In partnership with Xin Performance - QTX.
- Operational Policy Development.
- Programme Development.
- Software Management Solution.
- HR & Recruitment Support.
- Taskforce Support.

## MANAGEMENT & OPERATIONS

- Full Operational Management or Consultancy.
- Performance Auditing, Analysis and Recommendation.
- Sales, Marketing and Promotional Development.
- E-Business Solutions.
- Mystery Shopper

### SPA - TX

- Business Intelligence and Reservation System

### THIA Wellness

- Branded license operator.

## MARKETING & EVENT SOLUTIONS

- Marketing Planning and Co-ordination.
- Event Concept Development and Planning.
- Social Media Marketing Support (Content and Engagement)
- Event Hosting





*Co-created Chuan Spa for Langham  
Hospitality Group*





*Created SHINGETSU  
for Staywell Hotels & Resorts  
(A subsidiary of Prince Hotels and Resorts)*





*GALAXY ENTERTAINMENT GROUP*  
Appointed Brand and Operations  
Consultant.





*THE HONG KONG GOLF & TENNIS  
ACADEMY*

Appointed Operations Consultant.





## *EDSA SHANGRI-LA MANILA*

Appointed as Management Consultant.

Full management consultancy providing hands-on day-to-day management guidance of the iconic Chi Spa.

- Operational
- Financial
- Marketing & Events
- 

Project Completed





## *THE PRINCE AKATOKI HOTELS*

Appointed as PROJECT CONSULTANT

- Bangkok
- Guangzhou





## *THE MURRAY, HONG KONG*

Appointed as Pre-Opening Project, Technical & Operations Consultant for the wellness facilities.

Inc. Spa, Fitness Studio and Swimming Pool.





## *NICCOLO, CHANGSHA*

Appointed as Pre-Opening Project, Technical & Operations Consultant for the wellness facilities.

Inc. Spa, Fitness Studio and Swimming Pool.





## *THE LANGHAM, SAN FRANCISCO*

Appointed as Project, and Technical Consultant for the wellness facilities.

Inc. Spa, Fitness Studio and Swimming Pool.





*AL MESSILA LADIES ONLY DAY  
SPA & RESORT, DOHA*



# SUMMARY OF CAREER PROJECTS

## China

- The Langham, Hong Kong (R & M)
- Cordis, Hong Kong (NB, R & M)
- The Langham Xintiandi, Shanghai (NB, R & M)
- The Langham Place, Haining (NB & M)
- The Langham Place, Ningbo (NB & M)
- Cordis, Dongqian Lake (NB)
- The Langham Place, Guangzhou (NB & M)
- The Langham Shenzhen (NB & M)
- The Yangtze, Shanghai (NB & M)
- Cordis Hongqiao, Shanghai (NB)
- The Langham, Hefei (NB)
- The Langham, Haikow (NB & M)
- The Langham, Xiamen (NB & M)
- Cordis, Beijing Capital Airport (NB)
- The Langham, Chengdu (Not yet opened) (NB)
- The Murray, Hong Kong (NB)
- The Niccolo, Changsha (NB)

## North America & UK

- The Langham, New York
- The Langham, Chicago
- The Langham, Boston
- The Langham, Pasadena
- The Langham, London

## Asia & Middle East.

- The Langham, Jakarta (NB) (Not yet opened)
- The Langham Palm, Dubai (NB) (Not yet opened)
- The Langham, Jeddah (NB) (Not yet opened)
- Rawi Warin Resort & Spa, Koh Lanta, Thailand. (M)
- Le Meridian Resort & Spa, Koh Samui, Thailand. (NB & M)
- New Delhi, International & Domestic Airport. (NB & M)
- Al Melissa Resort & Spa, Qatar, Doha (NB)

## Pacific

- Cordis, Auckland (NB & M)
- The Langham, Melbourne (R & M)
- The Langham, Sydney (R & M)



# MEET THE TEAM



**BARRY WHITE**  
EXECUTIVE DIRECTOR

*With over 30 years of experience in the hospitality and wellness industry. Barry is passionate about developing authentic, unique and innovative experiences. Whilst ensuring sustainable commercial viability. Continually striving to redefine operational and commercial boundaries with entrepreneurial drive.*

*PASSIONATE LEADER*

*Barry has the ability to unite a team around common goals, inspire them to take bold actions and lead them to overcome obstacles to contribute their efforts to significant new heights of success. He has a proven track record of initiating and inspiring cross-functional teams to deliver on multi-disciplinary projects, by leveraging his skills in influencing, leading, negotiating and delegating.*

*SEASONED HOSPITALITY / WELLNESS EXECUTIVE*

*Barry is a senior executive with global leadership experience in world-class luxury and lifestyle brands including Conrad Hotels, The Landmark Group, Langham Hospitality Group, Shangri-La Hotels & Resorts and Niccolo Hotels & Resort. His broad industry experience and in-depth hospitality wellness expertise have all combined to amplify the success of the businesses he has led.*

*Barry is a leading industry change maker and visionary, regularly appearing in key conferences as a speaker and panellist to share his success matrix and opinion. Including World Spa & Wellness Conventions, Global Wellness Summit and Asia Pacific Spa and Wellness Coalition Roundtable*

*STRATEGIC PROJECTS AND OPERATIONS*

*Barry is a strategically focused, results-oriented leader with a proven track record in delivering projects on time, within budget and with outstanding results. Throughout his career he has demonstrated an innate ability to establish a brand's authority in new markets, respecting its heritage and narrating its story.*

*By developing creative projects and operational concepts, he has successfully and strategically aligned the business to its respective target audiences. His multi-disciplinary approach has helped him to lead and support the companies in his portfolio to unparalleled growth and expansion.*

*CHUAN SPA & ACADEMY*

*Barry is best known for spearheading the creation of the Global Wellness & Spa brand Chuan Spa [www.chuanspa.com). Langham Hospitality Groups' proprietary wellness and lifestyle brand.*

*Overseeing all aspects of the international award-winning Chuan Spa brand comprising 33 projects and operations, throughout the Asia Pacific, China, the US and the UK. Chuan Spa was created based upon the principles of Traditional Chinese Medicine, fostering its concept beyond the spa, with robust engagement within the hotel division, deployment of external educational seminars, the creation of the Chuan Academy and partnering with leading wellness experts. Ultimately enhancing the value proposition of the Langham Hotels group worldwide.*

*Chuan Spa is recognised as one of the leading hospitality wellness brands, GLOBALLY.*



THIA  
wellness *Urban*

THIA wellness

A leading spa and wellness operator and service provider.

TIME

Wellness essential oil products

*time*



# CONTACT

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