



LES ACCROS DU PEIGNOIR - LANGUAGE CODES AND CONVENTIONS

This short note details the **origin and ambitions of the “Accros du Peignoir” rationale**. It will provide any person wishing to express an opinion on this rationale **with the key components needed to understand it**.

La Route des Villes d’Eaux du Massif Central is an **association of 18 Villes d’Eaux (spa towns) in the Massif Central** (Vichy, La Bourboule, etc.) with a three-fold statutory objective: change the public perception of Villes d’Eaux, promote their special features and make them more attractive. **With the backing of its hundred or so partners**, all involved in the running of thermal spas (municipalities, thermal spas, tourist information centres, hotels, associations, etc.), this association has been **promoting the tourist potential** of its member communes (thermal spa heritage, preserved natural landscapes, wellness therapies and modern-day health care, etc.) **for some 20 years** already.

In 2016, La Route des Villes d’Eaux du Massif Central launched an **innovative marketing approach** aimed at presenting Villes d’Eaux in a more holistic manner (balneology, wellness, leisure, etc.) - **modifying the message and the communication codes in order to attract the attention of new prospects and build a new client base**.

The pitch

They have visited any number of spas. They are now completely “hooked” and go everywhere in their bathrobe. Whether in the spa resort, back in their own home or in any manner of real-life situations, however incongruous and eyebrow raising, these individuals find themselves caught in the **heavenly spiral of the bathrobe**. Step-by-step, the phenomenon is set to cast its spell, rolling out like a “wave of wellness”, becoming the **recognised emblem of thermal spas** in the Massif central.

Despite improvements in the public perception of Villes d’Eaux over the last few years, there is still a lingering tendency to **associate them with medical spa treatments**, with the attendant negative undertone (i.e. catering for people who are elderly, sick or just bored, etc.).

“Accros du Peignoir” was created to boost **the image and attractiveness of thermal spas, rolling out new media codes and practices (unconventional, modern, confident, relaxed) designed to erase stereotypes and combat prejudice**, thus making it easier to attract new, complementary client bases.

Where did the idea of the “Peignoir” come from?

- The Peignoir (bathrobe) is the one feature common to all visits to Villes d’Eaux,
- It is the standard bearer of the quality of the spa visit and the perfect symbol of well-being,
- It wraps you in a warm, soft embrace, a protective cocoon that epitomises the slowlife outlook, inner healing and renewal, taking care of oneself, the peace and tranquillity embodied by its core values...

Using these tools and initiatives (hosting of 12 journal illustrators in 2016 at various Villes d’Eaux, publication of a travel journal designed as a handbook for bathrobe wearers, design and distribution of a group exhibition, filming and broadcasting of a 4-film mini-series, creation of derivative products [totebag, stickers, pins, ecocup, etc.], creation of a multimedia platform featuring the “Accros du Peignoir” www.lesaccrosdupeignoir.com, gatherings, etc.), **the Association federates an “Accros du Peignoir” community, both virtual and physical**, made up of people who **take the time to enjoy life**, to slow down, calm down, relax, have fun, treat themselves, take a nice walk, meditate, daydream and for whom **spreading this lifestyle message has become their philosophy of life**.

As fervent Ambassadors and spokespersons campaigning for the trend, the “Accros du Peignoir” play a pivotal role in boosting the attractiveness of thermal spas both to draw in complementary client bases, enhance the marketing of innovative offers and add a “touch of glamour”, thus revitalising and updating the thermal spa’s formerly outmoded brand image.