



SPA BEAUTE PAR ZAI

The Spirit of Lasting Beauty

For NIGAR QURESHI to take a concept from idea to flourishing success took skill, determination and unshakable belief in her will and vision.

From a studio beauty boutique to an expansive, all-encompassing, full-fledged spa on Wyndham Street, beautician and entrepreneur Nigar Qureshi has carved a name and established an enviable clientele for her Spa Beaute Par Zai.

Little over a decade back, only a select few beauty lovers and connoisseurs knew of what was then a small atelier in Queen's Road, despite having opened much earlier in 1975. Although centrally located, new entrants in the vast yet populated industry immensely devoted to marketing effort have swayed the attention of the larger demographic. As digital and mobile advertising hit the mainstream, the more competition made its presence felt.

Qureshi remained unperturbed. She had at her disposal the best techniques, the advanced technology, and the cutting-edge products that the most discerning market of Hong Kong demands. The struggle up the steep path was hard and tiresome, but a strong conviction in her dream took Spa Beaute Par Zai forward every tiresome step of the way. Today, an unmistakable reputation carried forth in numerous favorable testimonials has the spa welcoming scores of loyal patrons through its doors.

High Class, Low Profile

"The Hong Kong beauty market hardly lacks in choice," says Qureshi. "Customers demand the very best at competitive prices, which isn't always easy to deliver given the rise in the prices of real estate and cost of manpower. We have little resources for advertising and had to depend on word of mouth for growth."

A seasoned professional, she once expressed aversion to campaigning for popularity, satisfied with the business



Spa Beaute Par Zai Executive Director Nigar Qureshi.

brought by an expanding network of quality clients. These include many women of stature, affluence and influence, who seek among other things discretion. The low-key nature of Spa Beaute Par Zai provides precisely that. "It's a secure, exclusive environment."

Nonetheless, the spa's success rate for achieving remarkable results has garnered much applause and many awards. Offering both avant-garde and classic treatments, it has become known for introducing Brazilian waxing to Hong Kong, as well as its excellent makeup services – bridal packages in particular – delivered by Nigar Qureshi herself.

The Spa Trade

"Any salon can provide what customers want, but it takes special effort to understand their needs, and show them the possibilities that they had never even considered," says Qureshi.

Spa Beaute Par Zai showcases an extensive menu of services, spanning varieties of aromatherapy, permanent hair removal electrolysis, slimming treatments, full-body waxing, facials, eye

treatments and grooming, manicure and pedicure, makeup and even tattooing. All have received market applause and offered at competitive prices. The spa also holds rotating monthly promotional discounts for its many services.

Nigar Qureshi has shown an exemplary steadiness that has proven most conducive to her company's success. Devotion to the trade continues to see her investment – of time, energy, and other resources – bear fruit, perhaps for many more years to come.

"This is not a get-rich-quick business. You must be dedicated. Your real success comes not from profit but from the happiness that you bring to your customer." ■

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