

Get Glammed

ElevenSpa specializes in floor-to-ceiling indulgence

Story by KATE SILVER

+
Photography by STUDIO J

The raised pools in the main room are equipped with fiber optic lighting that changes color and dances to the beat of the music, which comes from an on-site DJ booth. Each water pool is surrounded by fake grass, which, along with the streams of natural light, brings a little of the outside in. For more information, visit elevenlv.com or call 702/967-1100.

Walking into ElevenSpa Vegas at Town Square Las Vegas, there's no question about the guiding design principle: glamour. Here, you won't find the bamboo, green tea or Enya often associated with spas. At ElevenSpa and Ken Paves Salon, decadence is queen.

From the tuxedoed butlers delivering champagne, to the floor-to-ceiling Australian crystal drapes, the pools, the oversized white patent leather furniture and the curvy architecture, the list—and the glamour—goes on.

That's because the spa is an extension of its owner, Nicole Oden, whose boundless energy is framed by her stylish blonde hair, loud yet ultra-feminine style and trademark red lipstick.

After spending 12 years as a senior vice president at Smith Barney, Oden visited her regular spa and left in disgust. She was disappointed with the service, the design—everything. So she bought a building and opened the first ElevenSpa in Delray Beach, Florida. She created a relaxation destination with everything she wanted in a spa: first-class service, a bright and open floorplan, beautiful furniture, champagne and caviar—and no Enya. Indulgence is her Zen, which is immediately apparent in the spa's over-the-top, club-like atmosphere. The same goes for Oden's newest offering, ElevenSpa Vegas, which opened in February.

"I just wanted it to be about pure indulgence. I want to treat you like this is a fantasyland—very spoiled, very glamorous," she says. "When you walk in the door, we change your life. That's what we do."

Everything about the spa's design, right down to the shape of the furniture, is a part of Oden's vision. She's not one to hire an interior designer. What she needed was a vision translator.

"I'm so particular," she says. "I know what I want. I just need someone to help me figure it out."

That person turned out to be John Bernard, a furniture designer in Los Angeles who specializes in mid-century

modern styles. He and Oden came up with designs for the giant white patent-leather Alice in Wonderland-style chairs in the pedicure room, the white leather chaise longues in the relaxation room, the red velvet chairs in the manicure area and more.

In a matter of months, Oden, along with Crisci Builders, transformed 20,000 square feet into an island of contemporary va-va-va-voom. With sensual, curvy walls and white, white and more white (with red highlights to match Oden's lipstick), ElevenSpa manages to be at once minimalist and lavish.

The focal point of the main room is a series of raised pools that catch the 14-foot-long strands of Australian quartz crystal sprinkling down from the ceiling. When Oden looks at them, she laughs. "A pain in the butt," she says as she shakes her head. "I had them all mined for." Then they drilled holes in them. Then they shipped them here. "With hindsight, I would have come up with an easier way." Then again, glamour isn't always easy.

With highlights such as white zebrawood cabinets, a front desk made of Calcutta gold marble, and floor tiles imported from Italy, little surprises abound throughout the spa. Even the Phyllis Morris wall coverings in the bathrooms are jealousy-inducing, with their ultra-mod patterns grabbing and keeping your attention.

For Oden, designing the spa was like designing her own home. This is, after all, where she spends most of her time, where she entertains and where—as the spa's motto goes—she changes lives. In addition to selling her spa products, skin products and Ken Paves' makeup products, ElevenSpa will soon make it easy to put a little Oden into your own home when she opens ElevenSpa Home later this spring. Every item in the spa, from the wall coverings to the chairs, will be available for purchase. It's Oden's way of making a lasting impact on her clients' lives—inside and out. **HD**



NICOLE'S TIPS TO GET THIS LOOK AT HOME

THE CLEAR PATH

Make your entrance grand. The moment you enter ElevenSpa, you drink in the layout. It's different from other spas, where you wander down hallways and leave breadcrumbs to find your way back.

TRUE INSPIRATION

Go where you love. Oden's favorite place to hang out on the West Coast is the pool at the Beverly Hills Hotel. It's sexy and glamorous—exactly what inspired ElevenSpa's design.

CURVALICIOUS

Make it sexy. There's not a straight wall in the building. The perimeter is curved and welcoming, with no hard edges.

DON'T FORGET YOUR PURSE

Practicality is key. In designing the oversized white patent-leather pedicure chairs, Oden considered her negative past experiences—there was never a place to put her purse. She made the chairs big enough that bags—or friends—can nestle on the chair with you.