



SPA OF WONDERS

Press Release

## QC Spa of Wonders celebrates wellness as a timeless gesture of love

**QC transforms every occasion into an invitation to give – and treat oneself to – memorable moments of care, sharing, and the pleasure of wellness.**

QC Spa of Wonders presents a new caring campaign that **celebrates wellness as a timeless gesture of love**, one that goes beyond traditional occasions. A narrative that **invites people to rediscover the value of quality time**, transforming every moment – or even the absence of a specific occasion – into **an authentic act of care for oneself and for others**. In this vision, **wellness becomes a universal language**, that speaks of deep connections, daily rituals, and shared pleasure.

The campaign is called **“Time for love”: an open, inclusive, and contemporary invitation** that tells the story of **wellness as a simple yet powerful gesture**, capable of adapting to every relationship, every stage of life, and every desire to care for oneself.

Enhancing the recognizability of the campaign’s tone, the narrative is punctuated by **short manifesto-like phrases**, small thoughts to dedicate to someone else or keep for oneself, which emerge as **emotional whispers throughout the experience**. *Time disappears when I’m with you* speaks of **the magic of time standing still when it is truly shared**; *Family & Spa. Everything else is noise* **celebrates the value of togetherness**, far from the noise of everyday life; *No plans. Besties only* is **an ode to spontaneity and complicity**; while *Press pause. Love yourself* **invites guests to slow down and grant themselves an authentic gesture of self-care**.

The campaign comes to life through **a constellation of wellness rituals** that guide guests on an **intimate journey into the QC world**: a glass slowly sipped by the fire while wrapped in a bathrobe, **time stretching as one watches the shimmer of water at sunset**. **Intimate, cinematic atmospheres** transform each moment into a memory to be cherished. These are interwoven with **candid, Polaroid-style snapshots**, fragments of suspended life, and handwritten phrases that become **small messages of love dedicated to time for oneself and for others**.

These very snapshots also become **a tangible keepsake to take home**. At **QC Garda, QC Salsomaggiore, QC Milano, and QC Bormio Bagni Vecchi**, guests will be able to **preserve a memory of their experience thanks to a Polaroid photograph**. On the occasions of **Valentine’s Day, Mother’s Day, and Father’s Day**, a QC photographer will be present to capture the moment; in addition, the activity will be available for **three hours every Wednesday, from February 6 to May 10**. **A simple way to “print” a gesture of love**, for someone you love, or for yourself.



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Within this narrative, the **QC Pass by QC Spa of Wonders emerges as an elegant and universal gift**, capable of adapting to **any wellness-driven occasion**: a birthday, an anniversary, a thank-you, a moment to share, or **a personal act of care**. A proposal that **encourages people to think of wellness as a gift that is always relevant and desirable**, even without a special reason.

With **“Time for love,” QC strengthens its positioning as an inclusive, emotional, and contemporary wellness brand**, presenting **experiential gifting as a new code of accessible luxury**: not an object, but quality time to live, remember, and share. Gifting wellness thus becomes a **daily gesture and a modern ritual**, a simple yet profound way to say **“I care about you,” “thank you,” or “take care of yourself”**.

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