



JANE QUINN

LIFESTYLE * RETAIL
HOSPITALITY * SPA

*“with boundless energy,
expertise & creativity. JQ
never shys from a challenge
and is loved by clients for
her commitment to go above
and beyond expectations”*



Meet Jane Quinn

After years of hands-on work growing innovative businesses, Jane established her consultancy business Me Jane & Co in 2010. Jane currently spearheads Me Jane & Co, offering compelling and commercially creative solutions for community, hospitality, retail & integrated wellness projects. Jane delivers the extra edge in key areas of overall strategy, pre-opening planning & implementation, spa design, food & beverage, interior design, retail, public relations, marketing and innovation around business development

Previously as co-founder of the highly acclaimed Per Aquum Resorts, Spas & Residences as

managing director, Jane brought to each of her enterprises a Midas touch. Jane grew the group to resorts and spas across Asia and the Middle East.

Very quickly Jane developed brands and destinations that generated a magnetic devotion from the globe's most discerning travellers and celebrities.

Two of Jane's crowning achievements were the world's first underwater spa in the Maldives and as a trailblazer of glamping in Australia. The spa/s operate in niche luxury resorts through the Indian Ocean and Middle East and have been honoured with a number of awards, from the Conde Nast Hot Lists to SpaAsia Crystal Awards and to the most valuable "award" of all - a place in the hearts of numerous hotel & spa aficionados and converts under Jane's watchful and creative eye.

Glowing with passion and rich in expertise, Quinn oversaw the resort & spa brands at each stage: from initial concept development, to the direction and management of the brand identities, architecture and interior design, menu development, operational procedures, public relations, sales & marketing, retail development, ad infinitum.

In creating these successful businesses alongside her consulting over the past 19 years, she has gained inside knowledge that keeps her at the top of the hospitality, wellness and retail industries, with continual lifelines to the next big thing – cult product houses, undiscovered artisans, developing proprietary products, sourcing or facilitating the next must-have tourism experience's or forging connections with the top international hospitality, spa & lifestyle professionals and the public opinion shapers.

Merging a rare blend of sophistication and genuine, down-to-earth personality, she is equally at home in the world's most exquisite tiny islands, country towns and the globe's cosmopolis'.

Australian by birth and education, Quinn's extraordinary breadth of hospitality, spa, lifestyle industry experience, in combination with her immense personal drive and magnetism, render her a catalyst, activating and elevating her projects to their highest possible level.

Beyond all of her demonstrated experience and expertise are the intangible factors: her intuition, her knack for sensing, discovering, and creating what today's consumers and business's truly deserve and want.



“Jane Quinn has an uncanny instinct. She recognises and nurtures exceptional talent to form brands that are as remarkable as they are different. I cannot recommend Jane more highly.”

DAVID KEEN CEO QUO

H SELECTED UNDERTAKINGS

PAST PROJECTS

Per Aquum Resorts Spas & Residences

co-founder and creator, pr director 2003-2006, MD spa collection 2006-2008

Huvafen Fushi, Maldives

brand, project & operational development

Dhoni Mighili, Maldives

brand, project & concept development

Desert Palm Retreat, Dubai

brand, project & concept development

The Fortress Resort, Sri Lanka

brand, project & concept development

Soul Brand

feasibility, master planning, project & concept development

Zil Pasyon, Seychelles

master plan, concept / ceative development of resort & spa

Aquum Spa Brand

concept & operational development

Sen Spa Brand

concept & operational development

Lime Spa Brand

concept & operational development

Raw Spa Restaurant

food concept and brand development

Lime Spa Brand

concept & operational development

Raw Spa Restaurant

food concept and brand development

Celecius Restaurant

food concept and brand development

Salt Restaurant

cuisine brand & concept development

Betel Restaurant Cuisine

brand & id concept development

Bazarr Restaurant

brand & id concept development

Spa Synergy Singapore

advisory on various projects spa & retail related

Zaya Retreats

luxury tent concept development

W Bangkok

spa concept development

St Regis Tibet

spa concept development

Diva Maldives Resort (now Luxe)

advisory, pr & communications strategy

Abu Dhabi private Exclusive Yacht

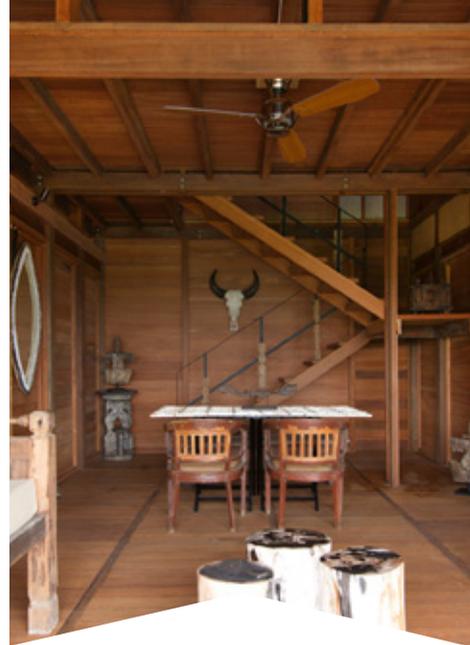
spa concept development

One & Only Reethi Rah, Maldives

consulting & spa asset management

Mudhadhoo Island, Maldives

project, concept development, feasibility & island transaction assistance



Sanak, North Bali, Indonesia

feasibility, project management & pre-opening advisory

Mudhadhoo Island, Maldives

project, concept development, feasibility & island transaction assistance

Velaa Private Island, Maldives

concept development & branding

Finolhoss Island Maldives

feasibility assistance, master planning, concept brief & development

Kana Fushi Island Maldives

preliminary concept development and review

RECENT & CURRENT PROJECTS

Al Barari Green Community 'Nomad and The Well'- Dubai

Development Boutique Hotel with members club, 4 Food & Bev outlet concept dev, Wellness Retail Department Store concept development including co-working and living concept development and wellness retail precinct and community hub.

Low Carbon Living Southern Worked in start up team of LCLSH playing an integral role in strategy development for the Southern Highlands region.

HighlandsThe Mill, Bowral- Australia

Creative Director & Business Curator overseeing this multi use development including Co Working space and incubator hub, pop-up food store tenants, events, retail tenants

St Maur Vineyard- Australia

Analysis of new business needs/strategy. Social media, Business development, PR, Food, Beverage and Retail Advisory

Heckfield Place UK

new spa development

ASSOCIATIONS & COMMITTEES

- **CURRENT LOCAL** - Contributing Travel & Wellness writer for THE SOUTHERN HIGHLANDS MAGAZINE
- **CURRENT LOCAL**- Key Advisor sitting on the board for key charity DIGNITY.ORG.AU
- **INTERNATIONAL**- 2 years running been an official and mystery judge for the World Spa & Wellness Awards, the industries “Oscars”.
- **LOCAL**- Sat on the committee of the Southern Highlands Economic Development and Tourism Advisory Committee 2017



GLOWING ENDORSEMENTS

PROFESSIONAL SPA PRODUCT PARTNER

“Commercial, engaging and creative – a rare find in the hospitality industry. I have always seen Jane as a great influencer and connector with an obvious knack of thinking and working across boundaries to achieve the results needed. Be it with international media or a brand partner, she certainly knows how to bring out the best in people.”

SEAN HARRINGTON, CEO OF ELEMIS

JOURNALIST & SPA INDUSTRY SHAPER

“I will never forget the moment I first experienced Jane’s creations (at a luxe resort and spa in the Maldives). Her high-calibre sense of style and attention to detail was breathtaking. Jane has a distinctly recognizable talent in creating spa & hotel spaces that are a cut above - she brings elements you would not normally find in a spa or resort yet creates an atmosphere of meaningfulness, a sense of story and wonder, incredible beauty not to mention with an ethical and sustainable consideration at all points. I think she is the most innovative hospitality and spa creative today.”

JUDY CHAPMAN IS THE PREVIOUS EDITOR-IN-CHIEF OF SPA ASIA MAGAZINE AND AUTHOR OF 4 BEST SELLING SPA & WELLBEING BOOKS

PUBLIC RELATIONS AGENCY

“Inspiring and motivating are two characteristics that describe Jane well. From an agency perspective, Jane was always the dream client; her boundless energy and enthusiasm, combined with inherent creativity and willingness to move the boundaries lead us to achieve results well beyond both party’s expectations.”

JEFF BACALL OWNER, BACALL ASSOCIATES, LONDON - PR AND MARKETING AGENCY FOR PERAQUUM RESORTS, SPAS & RESIDENCES 2003-2009

JOURNALIST & WELLNESS WARRIOR

“As a journalist, I met Jane Quinn when she was overseeing aspects of planning and media for luxury properties in the Maldives. I always found her enthusiasm contagious and her professionalism and dedication second to none. She had an eye for style and detail and a warm and friendly manner, which made for a thoroughly enjoyable and friendly trip I shall never forget.”

JAN MASTERS, FREELANCE WRITER, BASED IN LONDON.

INTERNATIONALLY RENOWNED TRAVEL JOURNALIST- FT TRAVEL

“Jane really understands luxury and how to deliver it at its simplest and most elegant - and she has the track record to prove it.”

JULIAN ALLASON WHO HAS COVERED TOP END TRAVEL FOR BRITISH ELITE PUBLICATIONS FOR 25 YEARS.

HIGH PRAISE for JQ from internationally acclaimed fashion designer CAMILLA

Camilla

Thanks to Jane's love & vision for the Camilla Brand we captured an entirely new global jet-setting market after she introduced us to a collection of the best resorts throughout the Indian Ocean. Jane was a great ambassador in the Maldives & truly embodied our playful, vibrant & luxurious designs whilst living the island life.

Camilla xx

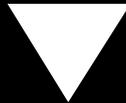
Money dolls, also called trouble dolls in South American culture, are very small hand made dolls given to children to take away their worries and bad dreams. According to folk law, by placing the money doll underneath your pillow while you sleep, the doll will worry for you removing negative thoughts from your mind, permitting the person to sleep peacefully and wake up without a worry.

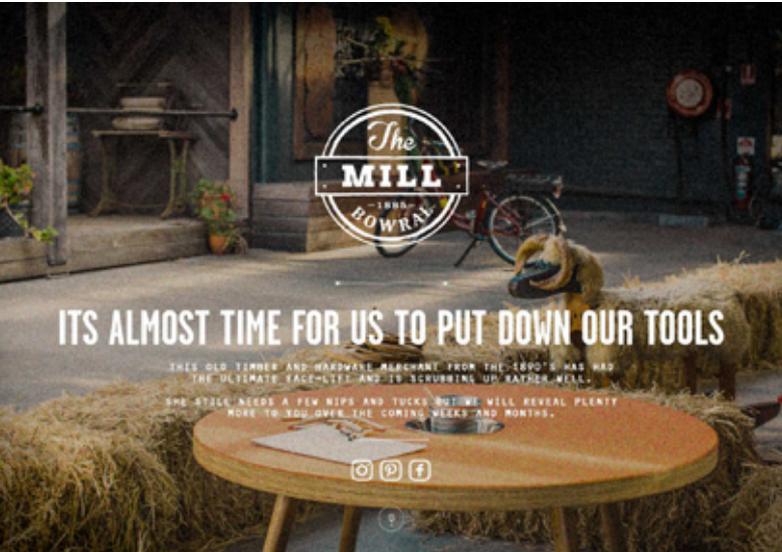


Jb

PROJECTS IN DETAIL

“I don’t believe people want designer conventions in hotels, spas or resorts anymore ... they are too clever and know that original design methods have no right or wrong.”





ITS ALMOST TIME FOR US TO PUT DOWN OUR TOOLS

THIS OLD TIMBER AND HARDWARE MERCHANT FROM THE 1860'S HAS HAD THE ULTIMATE FACE-LIFT AND IS SCRUBBING UP RATHER WELL.

SHE STILL NEEDS A FEW RIPS AND TUCKS BUT SHE WILL REVEAL PLENTY MORE TO YOU OVER THE COMING WEEKS AND MONTHS.



OUR CO-WORKING FACILITIES WILL BE THE NEXT DELIVERY

FROM THE DAW DUST AND OPENING SEPS 1, WE ARE STILL BUSY PERFECTING A SPACE FOR YOU TO WORK, THINK AND THRIVE.

CONTACT: CON@THEMILLBOWRAL.COM.AU



J

FULL SITE IS COMING SOON

THE MILL BOWRAL

100-110 BUNG & HUNDREDD STREETS

As co-creator and creative director Jane wanted to take spa to a whole new level- the World's First Underwater Spa was born.



SHOUT OUT TO TRADERS

OF LOCAL FOOD AND PRODUCE, ARTISANS, DESIGNERS, START-UPS, WE STILL HAVE SPACE AVAILABLE FOR POP-UP AND PERMANENT CONCEPTS TO BECOME A PART OF OUR GROWING DEVELOPMENT OR FOR ANY OTHER INQUIRIES OR COLLABORATIONS FEEL FREE TO CONTACT US.

INTOUCH@THEMILLBOWRAL.COM.AU





MEJANE CAMP OUT

As co-creator and creative director Jane wanted to take spa to a whole new level- the World's First Underwater Spa was born.





JQ

HUVAFEN FUSHI MALDIVES

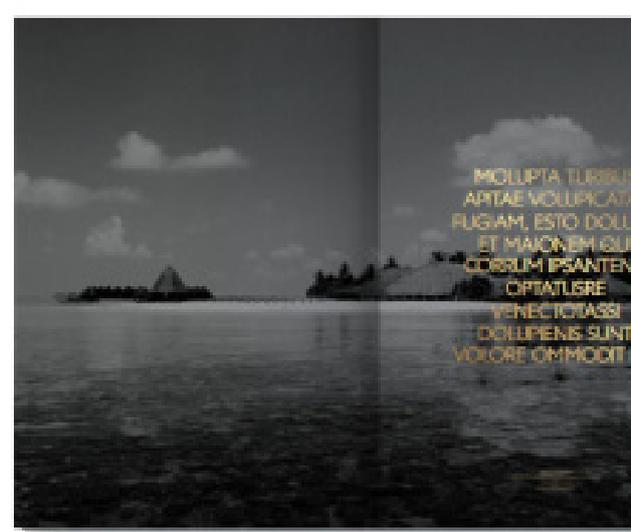
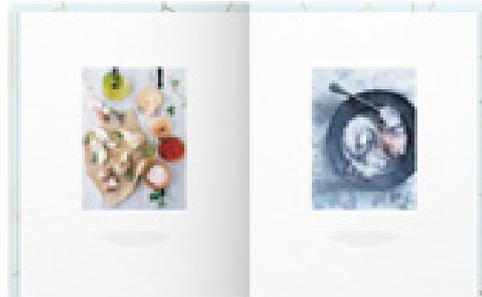
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JQ

MALDIVES FIRST LUXURY DHONI'S

JQ was co-creator of this concept of marrying century old tradition and craftsmanship with cutting edge yet naturally modern interior design.



VELAA PRIVATE ISLAND, MALDIVES
Creative director of brand development for a private owner.





WONDERGIRL MALE WET AND CHANGE AREA

A high tech sanctuary fit for the most fussy oligarch. Sure to leave the boys slightly *SHAKEN* BUT NOT STIRRED by the sci fi and fantasy appeal that lay within.

- Laser beam toilet
- Vintage hairdryer
- Cutting edge glowing sink with in-built projection - 100% recycled!
- SAVE faucet water saver for the green conscience
- Sleek lockers with old school safe handles



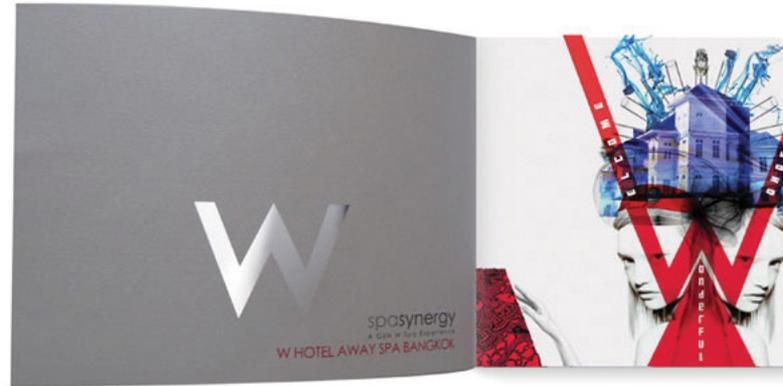
WONDERGIRL FEMALE WET AND CHANGE AREA

A Mysterious Russian Boudoir feel with a hint of hyperfeminine sty girl glamour. Depth, sensuality and mystery - *THEY WON'T WANT TO LEAVE!*



RABBITHOLE GARDEN SPACE

Jump into the Rabbit Hole after your JK7 Sensor experience where you will be served a "Wonder Drug" concoction of local watermelon, Agave Nectar and Vodka sorbet with Thai Basil salt, for an extra zing, a vodka test tube shot is on the side to really tempt and titillate the senses. The open garden with UFO inspired meditation will take you to the next level as you lie cocooned on over sized cushions surrounded by giant agaves and worship the world.



W HOTEL BANGKOK
Under Spa Synergy JQ was Creative Director of Spa Concept Development of this ground breaking project.

with the comfort, luxury and whimsy...

W WONDERFUL - does the saying "instant gratification" ring a bell?
GEN W Global Nomads, Geek Chic, Young Entrepreneurs, Cultural Creative's, Fashion and Design Professionals, Hedge Fund Boys with a *work hard/play hard* attitude.

Searching for Multi-Sensory Escapism, Design Inspiration, Theatrics, High Tech and High Touch approach along with out-and-out spoiling - we need to give them the option to multi-task!

"I want an urban spa and gym that can morph into whatever I need it to be for me - pampering, pummeling, partying or purification...today's spa's need to stop being so damn serious and fluffy and bring back that sense of fun and excitement that we all need a little more of...now that would be WONDERFUL!"
-Subella model, entrepreneur and mother



m
compet





ST. REGIS TIBET

Under Spa Synergy JQ was Creative Director of Spa Concept including brand development.

not.a.sponge*

euphoric skin food

not.a.sponge* is made from the super food 'KONJAC' vegetable and a selection of results driven organic compounds that your skin will LOVE! It may look like your average sponge, but we would never want to put this 100% pure, natural, handcrafted puff of love in such a category. A fast and natural cleansing partner that will wash away impurities, returning your skin to a deeper state of euphoria ~ happy washing.



IN THE RAW ~ face

- *pure
- *cleansing
- *skin as smooth as a baby's bottom

a.sponge*

skin food

is made from the super food 'KONJAC' vegetable and a selection of results driven organic compounds that your skin will LOVE! It may look like your average sponge, but we would never want to put this natural, handcrafted puff of love in such a category. A fast and natural cleansing partner that will wash away impurities, returning your skin to a deeper state of euphoria. Happy washing!



POWER PUFF ~ face

- *sensitive
- *calming
- *may reduce the wrinkles



a.sponge*

skin food

is made from the super food 'KONJAC' vegetable and a selection of results driven organic compounds that your skin will LOVE! It may look like your average sponge, but we would never want to put this natural, handcrafted puff of love in such a category. A fast and natural cleansing partner that will wash away impurities, returning your skin to a deeper state of euphoria. Happy washing!



CO CHARCOAL ~ face

- *exfoliating
- *oil absorption
- *great for blackheads boys



NOT.A.SPONGE*

As Co-founder of the brand JQ is the Creative Director and overall business strategist.



JQ

SANAK RETREAT, NORTH BALI

JQ's tag-line of "Handpicked with Humanity in Mind" sets the scene for this humble and sustainable retreat opening Q4, 2013. She is overseeing all facets of the project on behalf of the owner.

SANAK RETREAT OPENING Q4 2013

Set amidst a farmer's canvas of verdant rice paddies and surrounded by mystical mountains, SANAK is a true testament to a humble retreat that has been handpicked with humanity in mind.

Our 11 handcrafted bungalows have been designed for simple living. Each item has been personally handpicked with love and consideration by the owners to ensure that the essence of old Indonesia is shared.

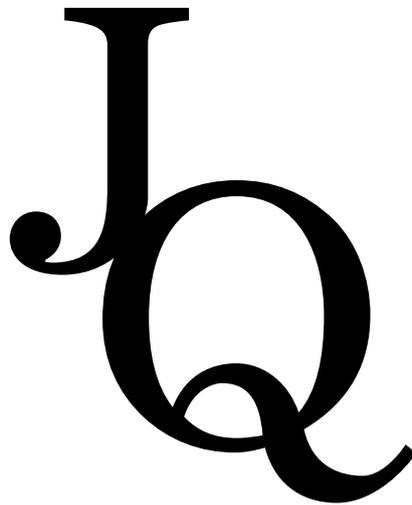
Each farmer and local villager's hard work has been ploughed into the soil. We are custodians who are setting the scene for those who appreciate life as it is, within the culturally rich environment of North Bali.

Our founders travelled to Bali in 2012 where they found themselves unfolding, like a bud opening, an unfurling as they explain it, and they just drowned in the sensation and connection of the people and this mystical land. It was their affirmation to not only take from the island and its people but to give more than they had taken. From that day on, SANAK which translates to 'Kindred- one's family', was born.

Through the development of SANAK which has been sensitively considered at every stage, they hope to provide the local people with a healthy and happy environment to work with their family and friends and to create a retreat that is a valuable tool for



“The future hotel experience should have people leading who make conscious, considered and curated experiences that always have purpose and meaning at the forefront of everything they offer their guests” Technology, design and comfort can all collide beautifully to deliver a sublime and more inclusive feeling no matter where you are in the world...” ME JANE xo



EDITORIALS & MEDIA

*“Let’s not forget that
hospitality is all about making
people feel wanted...sometimes
I think hotelier’s forget that it
is all about people! Without
the right people and an
outstanding product the
profits won’t follow.”*



...and he was
 chilling
 of Specter in
 his, the
 became the
 ending of his
 of Grey's
 James's
 the plays the
 the distance
 moved from
 on with his
 camera
 old daughter
 or film, being
 for more

How about playing for your own place?
 Of course I do that. I knocked around
 the guitar for an hour and a half every
 day. My wife wasn't very pleased but she let
 me do it for a while, although that
 being much as she'd dance to anything

Talking of the baby, how is he?
 It's the best thing that's ever happened
 to me. Every day seems to get better and
 we had our baby only three days before
 started filming *Fifty Shades of Grey*. It was
 intense about and my version of relax
 during my down time was taking up
 times a night, changing nappies and
 around with baby music on my phone

What do you do to relax as a family?
 We like to go off on holiday. We went
 to Hawaii about five months ago and it's
 one of the best we've had. An amazing place

How will you celebrate Valentine's Day
 this year? I don't think I'll be taking any
 special photos of Grey - although if only
 I could go to celebrate by going to
 the beach. I don't know if she'll be
 around for the month to take those photos

ME JANE CAMPOUT-one of the first in Australia to realise the demand and trend in pop up accommodation that treads lightly on the earth and encourages a shared economy approach in a landscape where it is currently needed



06

JULY ISSUE:

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 Experience primal luxury

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BEACH HOTELS

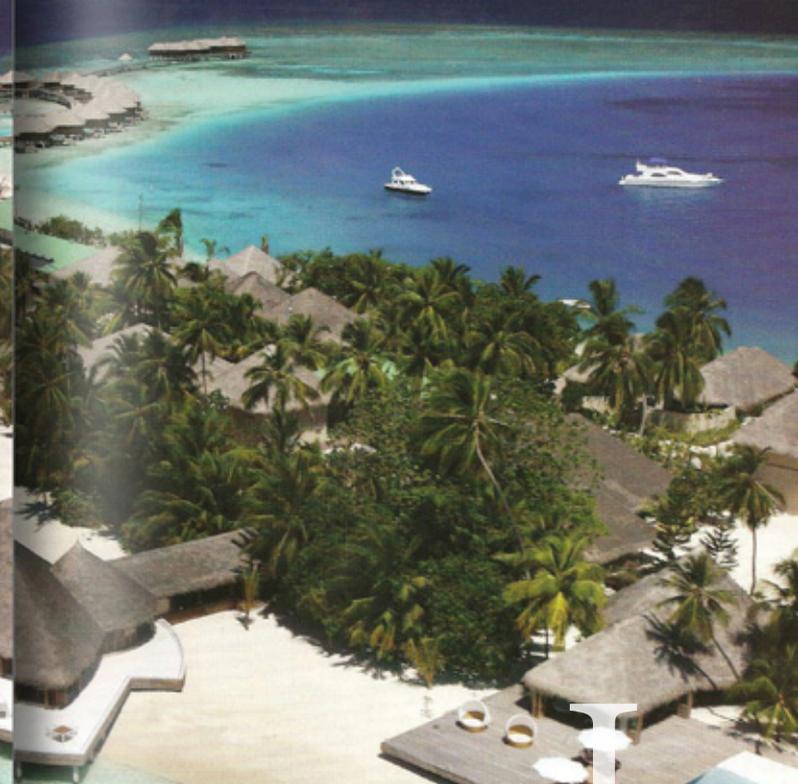
White-sand strands or wild, rock-strewn shores, over-the-top pampering or back-to-basics escapism, warm lagoon waters or crashing ocean breakers—whatever you're looking for, these coastal delights will provide the backdrop for a perfect seaside escape.

WINNER Huvafen Fushi, Maldives

On rainy days at Huvafen Fushi, instead of watching *Ocean*, you can watch real sharks and sting rays swim below you. Through the glass floor of your sitting-room in your own wide-screen version of *The Blue Planet*. The hi-tech innovations here are many. There's the pool that slopes into deep water, naturally, like a beach; the underwater Per Aquaria spa which specializes in water therapies; and gives amazing *Crème de la Mer* facials as you watch angel fish and funnel gill-heads; the water-recreant wine cellar with 600 labels; over-water villas with glass floors looking into the lagoon; and the latest in Bose sound technology. All this makes it probably the hippest resort on the Maldivian Isles. No, to mention sexy; many a baby has—apparently—been conceived in the huge, round bunks. But not all are so-called "design hotels" have this much heart. Here, it's the exceptional staff and family owners who make the island such a happy place to stay. It's all

just way informed, with beer, toys or their 36,000 sq ft of Glass, and communal dining, if you want, in the lobby and around the resort. Guest fun still glazes the island as the beach spontaneously. The hotel believes in the breezy and frolics there at sunset, which gives a major lift with the cooling on the island. Indeed, at Huvafen, service is so magical and unimpeachable that it's one of the few resorts where you feel you would not stick out like a sore thumb if you chose to come along. At the other exclusive island retreats in the Maldives, Swaan is considered a place of privilege; here, there are no restrictions, whether Dhaa pizza, ova tangeni, ice and ice cream bars, and the pleasure of seeing a new people.

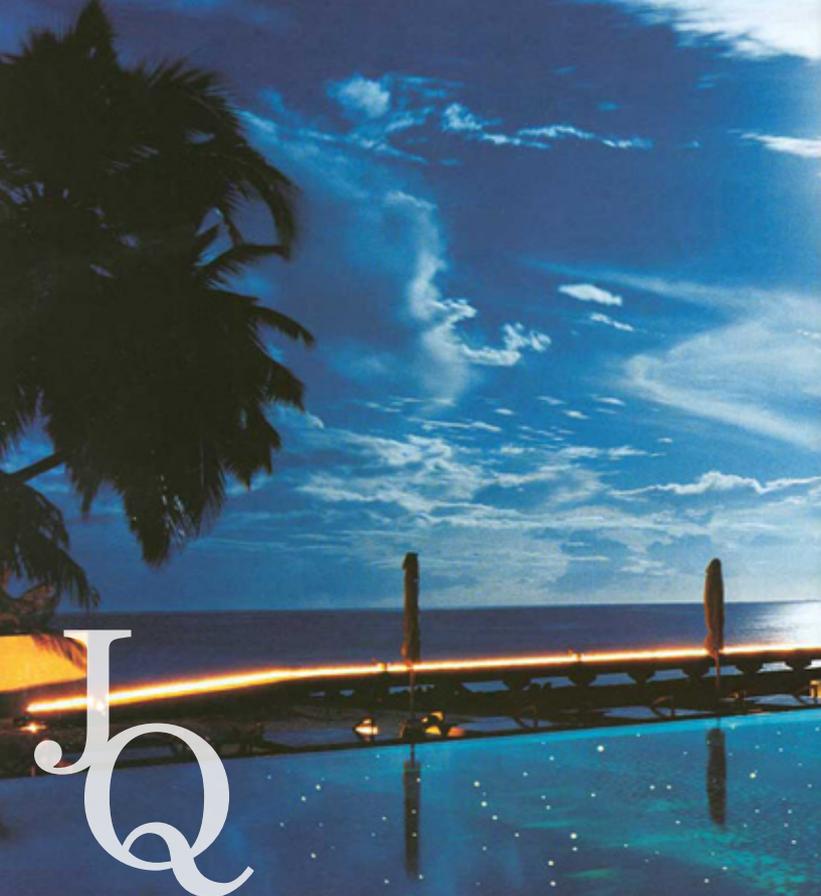
See it right, from £1,585 a person B2B, including flights and special transfers, and £2,995 a person (01244 99209), a true delight to visit.



JQ

BAZAAR TRAVEL & SPA GUIDE

"Huvafen Fushi" was voted winner for best resort & Spa 2008 in the world



JQ

CONDE NAST TRAVELLER

**HUVAFEN FUSHI'S ICONIC POOL - FIRST
FIBRE OPTIC LIT POOL IN MALDIVES 2004**

*Through attention to detail in design and nurturing of the international
media we captured the front cover of Conde Nast Traveller 2004.*

Huvafen Fushi, illuminated by fibre-optics

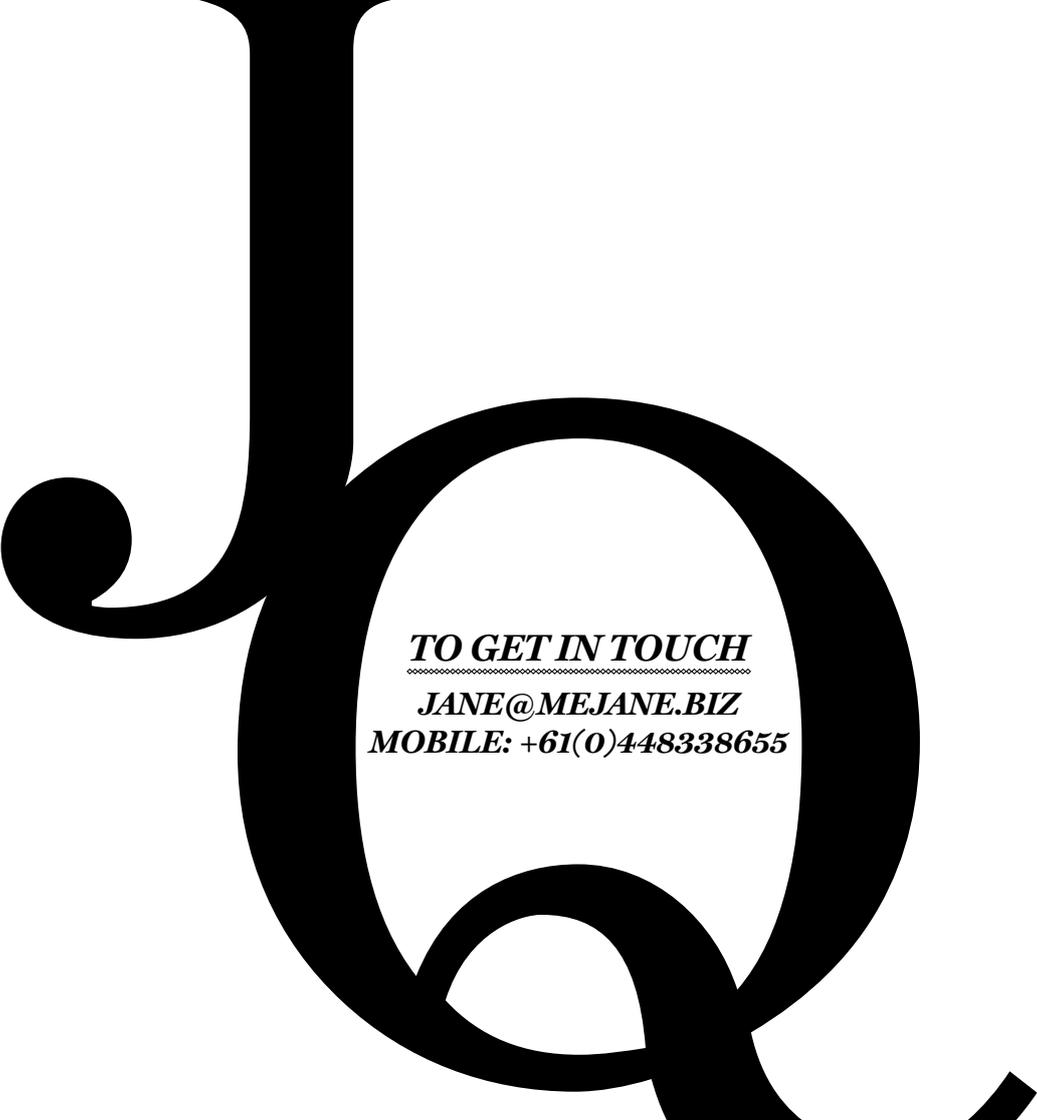
**THE MOST FABULOUS
RESORT IN THE MALDIVES?**

Luxury is being redefined in the Indian Ocean, evolving into two distinct styles: deluxe pampering in acres of space and chilled-out charm with all mod cons. Shane Watson compares and contrasts these two versions of the ultimate resort experience at the One&Only Reethi Rah and the Huvafen Fushi. Photographs by Francesco Lagnese





*AN ICONIC IMAGE
STYLED BY JQ FULL
OF LIFE & JOY IS
JQ'S THANKYOU
FOR SHARING HER
ADVENTURES THUS
FAR AND STARTING
ONE TOGETHER
WITH A SMILE...*



TO GET IN TOUCH

JANE@MEJANE.BIZ

MOBILE: +61(0)448338655