

The Urban Girl's Manifesto
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Miraj Hammam Spa
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In centuries past, the Hammam was known as the silent doctor. A place of cleansing and healing for the body and soul. Indulge yourself in traditional Middle Eastern Hammam (steam), Gommage (body exfoliation) and massage treatments while your imagination takes you on a mystical journey into the past.

Inspiration/Motivation for Starting My Business:

A sabbatical in 1986 lead me to La Mosquee in the heart of Paris, which is where I experienced my first Hammam, Gommage and Orientale Massage. This experience for me was extremely profound - a feast for all my senses. The architecture as well as my first introduction to Maghrebian culture was amazing. The feeling of being transported to the Middle East amongst a sea of women all bathing, giggling, gossiping and cackling with friends and family and observing women so comfortable in their bodies in a public place was refreshing and non inhibiting. The result of my fascination for all of this led to the creation of Miraj Hammam.

Advice I Would Give to Women Starting Their Own Business:

- Passion for our concept.
- Keep formulas simple.
- Concentrate on excellent customer service.
- Try to always treat your staff and clients the way you would like to be treated.

Mistake That I Hope Not To Repeat:

Knowing when and when not to delegate.

What I Like Most About Owning A Business:

Flexibility in my schedule.

What I Like Least About Owning A Business:

Constant responsibility of a team as well as the bureaucracy of everyday business.

People Would Be Surprised That I

Lose my cool and patience - even though I've created a sanctuary of peace, serenity and sacred calm. I will be first to lose my patience from time to time.