



# IN-SPA-RATIONAL

## THE ENCHANTING LIFE OF ILSE JACOBSEN.

When we grow up, we want to be Ilse Jacobsen. The Danish designer has built an empire that includes a collection of resort wear, ready-to-wear, accessories and footwear. She has three flower shops (*Blomsten by Ilse Jacobsen*), her own spa (*Kurbadet by Ilse Jacobsen*) and an award-winning line of beauty

products (*Ilse by Ilse Jacobsen*). Better yet, she does it all from the idyllic seaside village and summer resort where she was born and raised Hornbæk, Denmark.

"I start my day very early in the morning," says Jacobsen. "Each day I head of to the spa to get the physical benefits of the spa facilities, read my



paper and drink my cup of tea in silence. This way I start every day doing something good for myself and gather my energy for the projects ahead.”

Jacobsen suffers from a form of rheumatism. For her, the spa is not only a luxurious place to forget about the pressures of everyday life, but it is a place of healing.

Located in the heart of Hornbæk, *Kurbadet by Ilse Jacobsen*, focuses on a holistic approach to health and well being. It includes a spa area with a steam room, sauna and an indoor, heated therapy pool. In also has a large outdoor area with a heated pool which allows visitors to swim year-round.

The spa offers a variety of treatments performed by a seasoned beauty and healthcare team. Services include everything from personal training, to massage and beauty treatments. And then of course, there is the restaurant, a must-visit entity in itself. Serving up new Nordic-style food based on seasonal ingredients, this popular Hornbæk hot spot offers unrivaled seaside views and an air of refined elegance and tranquility.

“One of my absolute favorite things to do is cook,” explains Jacobsen. “I relax when I am preparing a meal for the people I love and I can spend all day in the kitchen. When I cook, my mind is all about the meal and I forget everything about my business. Because

food is such an important interest of mine, I of course have a fantastic restaurant in my spa as well. In the restaurant you can enjoy healthy and tasty dishes made from quality ingredients.”

Jacobsen may seem to live a charmed life but it has been twenty years in the making juggling projects, deadlines and professional commitments. “My many different products and various brands demand dedication and focus, as well as very hard work and skilled employees,” says Jacobsen. “I am used to balancing the demands of my business and working hard, as this has been part of my core business, for as long as I can remember.”

For someone who seems to do it all, what could possible be next? “We are very focused on our current markets and existing brands to ensure growth and stability and this [*Kurbadet by Ilse Jacobsen spa*] is our main focus for now,” says Jacobson. “However, I keep on getting new ideas and we are always working on new projects within the company—it keeps us and the customers excited—so who knows, what will happen in the future...”

We look forward to the next installment of the world of Ilse Jacobsen. Until then, we will settle back, relax and enjoy a slice of serenity, a world away, with our own *Ilse by Ilse Jacobsen* products. [IlseJacobsen.com](http://IlseJacobsen.com)—ANGELA GILLTRAP

