



Profile of Lahra Tatriele

Co-founder of one of Asia's most awarded wellness retreats, Lahra Tatriele was born in Korea and spent her early childhood in Tokyo and Paris before moving to New York. Soon after graduating from New York University's Stern School of Business, Lahra moved to Hong Kong to work across Greater China as a Strategic Planner on brand building projects.

Lahra's expertise is in strategic concept design and development within the context of international marketing, innovation and implementation.

Her background in strategic marketing and creative planning has been with multi-national companies in the United States and Asia, including Pfizer Inc., J. Walter Thompson, Motorola and Publicis Hal Rhiney. Lahra has over 20 years experience creating and executing progressive brand strategies for new market segments.

Lahra and her husband, Chicco, share a love for Bali and a deep respect for its ancient wisdom and traditional culture. Together, they conceived Fivelements as an integrated wellness lifestyle concept bringing to life a new genre of wellness destinations and services, bridging the wisdom of traditional cultures with innovative healing concepts.

As Vision Director and Wellness Strategist, Lahra's commitment is creating high impact, innovative wellness strategies for a diverse market, overseeing wellness development projects and curating unique menus, retreats, programmes and special events that nurture an inspiring environment for enduring profound and positive change.