



CLARIDGE'S



CLARIDGE'S UNVEILS FIRST SPA IN ITS HISTORY

Monday 26th September 2022. In a ground breaking project that has seen teams of experts excavate five floors into the London clay, in order to pave the way for the next 200 years of Claridge's life, the legendary Mayfair hotel announces the opening of its first ever spa. Situated three floors down, Claridge's Spa is a haven of wellness and tranquillity featuring its first ever swimming pool, steam rooms, sauna and seven treatments rooms. The space - designed by interior architect Andre Fu who has drawn inspiration from the East - is set to be an epicentre of wellness, showcasing healing rituals, a knowledge of restorative body work and the latest bio-innovation to amplify emotional, physical and spiritual wellbeing. The space and service is signature five star Claridge's, with touches of the iconic timeless glamour synonymous with the hotel. Claridge's Spa offers both a best-in-class list of resident brands including *Josh Wood*, *Augustinus Bader* and *FaceGym*, and an ever-evolving roster of visiting wellness masters, featuring nail artist *Harriet Westmoreland* and acupuncturist *Ross J. Barr*, ensuring guests are expertly treated, head to toe. Claridge's Spa officially opens on Monday 26th September 2022.

7,000 square feet of Claridge's award winning excavation project, is dedicated to the new spa space. Guests will cross the iconic monochrome lobby and embark on a journey to a sensorial space of calm serenity, with sounds of flowing water, a visual play of light and shadow, and energy-cleansing music. Escaping the bustle of the capital, spa guests will feel time moving at a slower pace and will experience a sense of replenishing restoration. Fu's design is inspired by his own visits to traditional Japanese temples and Zen gardens in Kyoto which brings an essential authenticity, and uses natural elements such as limestone, wood and water. The heated swimming pool is central to the spa, framed by a striking, multi-vaulted ceiling and stone columns. Cabanas set back from the water offer privacy to relax and unwind. In addition to private consultation spaces, the treatment rooms are oak paneled and ensuite, where each treatment is personalised to the individual, inspired by the ancient concept of omakase ('leaving another to decide what is best'). The piece de resistance is *Josh Wood at Claridge's* – a dedicated hair and beauty space within the spa, where celebrated British hair colour expert *Josh Wood* brings his hand-picked dream team of A-list stylists to the hotel. This collaboration sees his first home in Mayfair, and a 21st century reimagining of what haircare looks like in hotels.



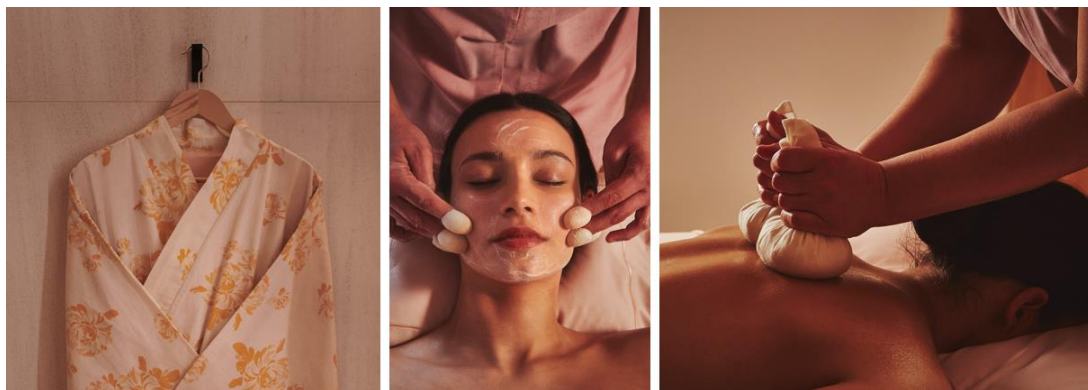
Claridge's Spa provides a curated collection of face and body treatments, including two signatures:

Bamboo & Silk Ritual, 90 minutes

A total mind and body immersion comprising of a welcoming foot ceremony with enzyme-rich koji to smooth and soften skin, a trilogy of body and hand massage techniques and a nurturing silk facial. An invigorating body massage with warmed bamboo sticks works deep into the muscles, stretching and releasing tension while harnessing the powerful healing benefits of heat combined with seasonal herbs within hot oil-infused poultices. These poultices are made daily by the Claridge's therapists and will rotate seasonal ingredients. A deep hand massage soothes stress held throughout the body. The treatment ends with a nurturing facial. Silk thimbles – worn on the therapist's fingertips – hydrate and replenish the skin's barrier, while mini-poultices are used on pressure points on the face and décolletage to calm the mind and leave you feeling restored and rested.

Body Detox & Sculpt, 75 minutes

A transformative sculpting treatment that targets areas such as the thighs, abdomen and upper arms, beginning with 30 minutes inside the UK's first MLX i3Dome, which detoxes the body with FIR-technology to activate tissue metabolism and stimulate cellular communication and repair. A detoxifying fusion of cinnamon, white turmeric and ginger is applied to the body whilst an anti-ageing fire-and-ice korugi face massage revives the skin. A unique combination of sculpting and lymphatic techniques with cooling intervals using cold towels and ice globes firms and lifts facial contours. The body is cooled with ice-cold towels, or an optional shower, followed by a powerful sculpting and lymphatic drainage body massage.



In true Claridge's style, mirroring the arrival and departure moments that occur upstairs in the iconic lobby, treatments in the spa begin and end with key rituals: guests are presented with kimonos in soft pinks and peaches, and a welcoming foot ceremony washes away the outside world. Scented water and enzyme-rich *koji* soften and smooth the skin while pressure points are applied to unlock tension and encourage circulation. Inspired by temple *Koh-do* ceremonies, a choice of incense is presented to the guest pre-treatment to help to cleanse the mind and aid relaxation. The sonorous sound of bells marks the end of treatments.

A standout list of beauty industry names will reside in the spa:

Josh Wood at Claridge's offers a tailored menu of best-in-class hairstyling and beauty services located within the Claridge's Spa. Treatments span hair, nails and beauty, with colour and makeup available upon request. In a conscious decision to install just two chairs, the services remain private and tailored. Josh Wood says '*This new space is not about the usual volume in a salon, but moreover about getting every strand right. The best of the best, there's nothing that's too much to ask. It is a really proud moment to partner with Claridge's. Creativity, quality, and collaboration have always been at the centre of the Josh Wood brand. It is exciting to be able to bring international, world-class hairdressing to life at Claridge's.*'

FaceGym has designed treatments exclusively for Claridge's, with longer treatment times and additional stretches to enhance the experience. Treatments such as the Cryo Contour, Radio Frequency and Clean + Lift are the heroes and treatment enhancers include vitamin shots, Cryo oxygen shots and hyaluronic acid roller application for yet more boosts of wellness.

Award winning *Augustinus Bader* brings The Method Augustinus Bader - the brand's series of bespoke professional treatments - to Claridge's Spa, uniquely designed to amplify the power of its exclusive TFC8® technology, for optimised results tailored to each and every skin need.

La Eva – the organic brand by former psychologist Louisa Canham which melds skincare with a holistic philosophy – has designed a collection of uplifting and transporting body treatments. The sensorial treatments feature artful layers of fragrance, music and massage to nurture mind and body alike.



In true Claridge's style of going above and beyond - adding yet more layers of wellness - there will be an ever evolving, handpicked roster of visiting experts. At launch, these experts include Instagram sensation nail artist *Harriet Westmoreland* and beauty editor favourite acupuncturist *Ross J. Barr*. Westmoreland's residency offers her clean aesthetic block colour manicures, and her signature French manicure including an exclusive for Claridge's – French tips in the hotel's signature jade. Ross J. Barr's sessions offer a physical and emotional support system, as well as a psychological MOT - a must-book for stress level transformations.

Maybourne Hotel Group's Creative Director of Spa and Wellness is Facegym founder and ex Spa Junkie columnist for the Financial Times, Inge Theron. Theron has conceptualised Claridge's Spa from start to finish and says, '*We have created a spa here at Claridge's where guests will find both holistic practices and results driven high-tech all under one roof. Claridge's has long been a temple of good living with a philosophy of enjoying life to the full, and so now, as well as pouring guests the perfect martini, we can also rejuvenate and restore with the perfect treatment, to strike that all important balance. The Claridge's Spa service style is inspired by and reflects this great, legendary hotel. The attention to detail that has been in place here for centuries – the way we steep our tea, the way we make our beds – is reflected in this new space, from handmade poultices made daily by our team with the seasonal ingredient, the way our saunas are complete with star-like twinkling lights, and silk thimbles are used by our incredible therapists for exfoliation during facials. Claridge's Spa is the very beginning of a new wellness journey for Maybourne Hotel Group.*'

Claridge's Spa is open to both hotel and outside guests, Monday-Sunday 8am-9pm. 90 minute treatments include access to the pool. To book treatments please call 0207 409 6565.

ABOUT CLARIDGE'S

At the centre of London's Mayfair, Claridge's, part of Maybourne Hotel Group, embodies grand English style, timeless glamour and impeccable, intuitive and highly tailored service. It is London's art deco jewel, and home to elegant rooms and suites. From London's finest afternoon tea in the Foyer, to vintage champagnes at Claridge's Bar and the Fumoir, and bespoke cocktails at The Painter's Room, all are part of the hotel's unique splendour and charm.

ABOUT MAYBOURNE HOTEL GROUP

Maybourne Hotel Group owns and manages Claridge's, The Connaught, The Berkeley, The Maybourne Beverly Hills and The Maybourne Riviera, some of the world's most legendary luxury hotels. Maybourne Hotel Group is committed to inspiring extraordinary experiences that reflect the individual nature of its hotels, its guests and its staff whilst maintaining a timeless and intuitive service style that are the hallmarks of its priorities.

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