



CLARIDGE'S

BOGEY & BACALL RETURN TO THEIR LONDON HOME

1930's HOLLYWOOD GLAMOUR INSPIRES NEW CLARIDGE'S BEAUTY TREATMENT MENU

Claridge's, the iconic Art Deco landmark in Mayfair, unveils a selection of beauty treatment designed to recapture the timeless glamour of a bygone era. Following in the footsteps of Hollywood's leading ladies and debonair gents, to many of whom Claridge's was a second home, Claridge's beauty therapists have carefully created individual regimes, each with a particular icon in mind. With names such as 'The Bogey & Bacall' and 'The Greta Garbo', treatments are available starting April 2010.

The treatment menu provides a form of nostalgic escapism, offering an immersive opportunity to experience pampering styles and grooming techniques inspired by the golden age of Hollywood. Should guests crave 'alone-time', Claridge's beauty therapists will recommend *The Greta Garbo*, inspired by the 1930's Swedish screen siren who was famously known for the line 'I want to be alone'. This restorative ritual includes a Swedish massage, a cellular La Prarie facial and a light lunch for one.

Perfect preparation for an all important red carpet debut, guests may opt for *The Vivien Leigh*, a selection of therapies inspired by the beautiful English actress who was best known for playing the coveted role of Scarlett O'Hara in classic picture *Gone with the Wind*. The indulgent pampering regime includes a 'Miss Scarlett' file & polish, eyebrow tidy, signature facial and posture improving massage, and, in a nod to the namesake's place of birth, a pot of Darjeeling tea!

For suave and sophisticated gentlemen, the menu includes a host of grooming rituals, specifically tailored to meet masculine needs and designed to inspire debonair charm and old-world Hollywood charisma. *The Fred Astaire* will keep guests light on their toes yet immaculately spruced with an hour's personal training, followed by a facial and foot massage, file and tidy for hands and a light lunch to finish.

In keeping with the inherent romance of Mayfair's Deco Grand Dame, *The Bogey & Bacall* marks the first time Claridge's Beauty & fitness will offer a dual treatment. Emulating the iconic Hollywood sweethearts Humphrey Bogart & Lauren Bacall, this couple's pampering programme includes a massage and facial for two followed by a glass of Laurent Perrier Rosé champagne to toast one another.

Commenting on the new treatment menu, Claridge's Beauty & Fitness Manager Kelly Ashdown said "Claridge's is pioneering a glamour revival, championing time-honoured beauty regimen and classic grooming principles over the trend towards minimalist-chic seen so frequently throughout London spas".

Tucked away on the 6th floor, far above the London bustle, Claridge's Beauty & Fitness offers three luxurious treatment rooms complete with steam showers to accommodate a wide range of restorative massages, facial and body treatments. A fully equipped gymnasium with cardiovascular exercise machines, free weights and juice bar as well as an aerobic area with a maple sprung floor, ballet bars and individual television monitors, provide guests a luxury work-out space. The spacious health facility is peaceful, light and welcoming, with stunning views across Mayfair's rooftops and discreet and friendly service. Fittingly designed in Art Deco style with distinctive glass columns, fine chrome fittings and beautiful hardwoods, Claridge's Beauty & Fitness was designed by Lynne Hunt of Hunt Hamilton Zuch .

The Timeless Glamour & Debonair Style treatment programmes are priced from £170. To make an appointment please contact Claridge's Beauty & Fitness on +44 (0)20 7409 6565.

Claridge's Beauty & Fitness appointments are available from 6.00am to 9.00pm from Monday to Friday, from 8.00am to 9.00pm on Saturday and from 8.00am to 8.00pm Sunday.

For additional information please contact Stephanie Balls, Public Relations Executive on 020 7409 6444 or at sballs@claridgs.co.uk