



Susan Magrino Agency
352 Park Avenue South, 13 FL
New York, NY 10010
212.957.3005
www.smapr.com

THE RITTENHOUSE

THE RITTENHOUSE ANNOUNCES NEW SPA, HEALTH CLUB AND SALON: FIRST OF ITS KIND IN PHILADELPHIA

Philadelphia's Largest Beauty & Wellness Destination to Feature Exceptional Personalized Service & Innovative Offerings, Opening Late Summer 2014

PHILADELPHIA, PA (March 20, 2014) – The Rittenhouse, Philadelphia's most renowned luxury hotel overlooking Rittenhouse Square, is excited to announce its new Spa, Health Club and Salon, **The Rittenhouse Spa & Club – Hair by Paul Labrecque**, scheduled to open at the prestigious hotel in late summer 2014. Boasting nearly 15,000 square feet dedicated to beauty, health and wellness, the destination offers discerning guests and Philadelphia locals an exclusive and innovative array of services, creating a truly unique luxury experience.

This opening marks the culminating phase of the iconic hotel's multi-million dollar revitalization that Hersha Hospitality Trust implemented upon purchase in 2012. Additional enhancements include five spectacular Park Suites, newly decorated event spaces, beautifully appointed guestrooms and lobby, and enhanced food and beverage offerings such as the exquisite Mary Cassatt Tea Room and the sophisticated new Library Bar.

The Rittenhouse Spa & Club – Hair by Paul Labrecque is poised to be the most stunning facility of its kind in Philadelphia, with a whimsical design aesthetic inspired by haute fashion collections and the latest offerings. Philadelphia-based BLT Architects, best known for its work on the Cira Centre, Suburban Station and The Union League, served as the project architect. The firm has been an integral part of The Rittenhouse's recent series of enhancements.

"For 25 years, The Rittenhouse has catered to the sophisticated, urban traveler, putting the best of Philadelphia at their fingertips," said General Manager Reg Archambault. "The spectacular new Spa, Club and Salon will perfectly complement the hotel's recent improvements, allowing The Rittenhouse to continue offering our loyal guests an unmatched Philadelphia experience, and one that is both residential and luxurious in nature."

The Rittenhouse Spa

Inspired by Jean Paul Gaultier's collection, the design of the 5,000 square foot Spa features a baroque palette with a modern voice. A blend of luxurious materials, including black stone and glass, lends to a seductive and relaxing atmosphere. Featuring eight modern treatment rooms, a couple's treatment room and Philadelphia's first-ever Spa Suite, the Spa will carry only the finest and most advanced treatments and skin care products such as Tata Harper and Natura Bissé, among others.

The jewel of the Spa is the deluxe **Spa Suite**, the first of its kind in Philadelphia, providing an intimate spa experience for couples and small groups. For groups of up to eight guests, the suite features a dressing area, bathroom, rain showers, two treatment beds, and cocktail offerings – ideal for couples, weddings, bridal showers or bachelorette parties.

The comprehensive menu includes custom massage, facials and skin care, waxing and nail services, as well as a unique collection of packages curated for specific needs of brides, grooms, wedding parties, bachelorettes, corporate guests and event planners. Visitors to the Spa receive exclusive access to the Club's magnificent new locker rooms, sauna and steam rooms and the indoor swimming pool that leads to an expansive outdoor deck and lounge. Cuisine options from



Susan Magrino Agency
352 Park Avenue South, 13 FL
New York, NY 10010
212.957.3005
www.smapr.com

the award winning kitchen of Lacroix, The Rittenhouse's Four Diamond restaurant are also available.

Signature treatments include: **Citrus Drench** – a Natura Bissé body treatment that drenches the skin with energizing ingredients to prevent premature aging while restoring elasticity and hydration; **Ageless Body** – an exfoliating treatment from Tata Harper, using pink clay and grapefruit with a full body massage to create complete relaxation; the **Detox** – a facial that is perfect for travelers with congested skin from flying and big cities, reenergizing and eliminating toxins; the classic **Men's Sport Massage** – a full body massage using light stretching and massage techniques to release tired muscles; and the **Gentlemen's Steamed Facial** – carefully balanced pampering through a warm steam, a deep cleanse, exfoliation and hydrating mask followed by a face, neck and shoulder massage. Nail care for men and women features **Deborah Lippmann** nail polishes and specialty services such as Paraffin Wax and Glycolic Anti-Aging hand treatments.

The Rittenhouse Club

The Spa and Club is not just for special occasions – with an exclusive Health Club Membership for locals and residents, members can enjoy unique offerings as well as regular access to the brand new fitness center in the sprawling 5,000 square foot facility.

Featuring the very best in exercise equipment from Technogym, Advantage Fitness Products and RealRyder® Indoor Cycling bikes, the Club was designed to accommodate fitness enthusiasts through a dedicated stretching space equipped with a ballet bar, a group studio that allows for exercise classes, yoga and personal training options.

Members and guests can enjoy amenities such as modern men's and women's locker rooms, each featuring a sauna and steam room. The Club features a large indoor pool leading to the expanded outdoor deck that is perfect for relaxation, and special events. Members also receive exclusive discounts on Spa and Salon services.

Hair by Paul Labrecque

The Paul Labrecque Salon at The Rittenhouse brings the coveted hair services and products from renowned Manhattan-based stylist and salon owner Paul Labrecque to Philadelphia. Recognized by *Vanity Fair* as one of the "Top 3 Stylists" in the country, Labrecque is a regular stylist at shows for New York Fashion Week and creator of his own innovative line of luxury hair care products.

Overlooking Rittenhouse Square, the Salon spans more than 3,000 square feet and features 10 styling chairs and treatments including haircuts, **L'Oreal INOA color**, extensions, scalp therapy and world-renowned **Kevyn Aucoin** makeup application – all expertly executed by a talented team of fully-licensed professionals trained exclusively by Paul Labrecque.

"I am thrilled to grow my brand in partnership with The Rittenhouse. Its flawless reputation and elegant amenities are a natural fit for my approach to simple, sexy, sophisticated beauty," said Labrecque.

The Salon's design was inspired by Alexander McQueen's wedding dress collection, using various shades of white and light for a relaxed and welcoming feel. Floor to ceiling mirrors, soft lights, and luxurious fixtures complement natural sunlight that pours into the room through ceiling skylights and a wall of windows overlooking the Rittenhouse Square treetops. The atmosphere of sophisticated calm is enhanced by pale stained wood and seating where guests can enjoy drinks and hors d'oeuvres between services.

The Barber Shop

The Salon will also house a private gentleman's barber shop and grooming area, featuring classic vintage statements with contemporary details. The barber shop includes two chairs and specializes in traditional treatments with a modern touch. Paul Labrecque's signature services include the hour long **Indulgent Shave**, as well as haircuts, style, custom color, scalp treatments,



Susan Magrino Agency
352 Park Avenue South, 13 FL
New York, NY 10010
212.957.3005
www.smapr.com

facial trims, head shaves, straight-edge razor shaves, sports manicures and pedicures and brow services, using the innovative **Hommage** luxury men's grooming products. The barber shop will also offer a variety of indulgences available for purchase such as fine scotch and a cigar bar.

For the Brides and Grooms

Catering to exquisite weddings and events at The Rittenhouse and in the Philadelphia region, the Salon and Spa will offer a customizable menu of expert wedding services. Specialty packages include wedding party essentials such as manicure/pedicures, express facials, brow shaping and hair and makeup. Brides will also enjoy the signature **Bridal Radiance** – hair and makeup, French manicure/pedicure and a complimentary spa gift. Grooms and groomsmen can also be treated to a classic manicure, therapeutic massage and barber shaves. The Salon and Spa is also perfect for beauty and wellness-themed showers and bachelorette parties, offering personalized packages such as exclusive treatments in the private Spa Suite, in-room massages and personal fitness training.

About The Rittenhouse

The Rittenhouse is an independent luxury hotel that has received the prestigious Five Diamond award for more than 20 years. This distinguished landmark hotel is a member of Leading Hotels of the World and considered Philadelphia's most desired address. Opened in 1989, The Rittenhouse is ideally situated on Philadelphia's famed Rittenhouse Square, within walking distance to the heart of the business district and premier shopping corridor. Additionally, the hotel affords easy access to the Philadelphia Convention Center and all of the City's numerous arts, cultural, dining and entertainment venues. www.rittenhousehotel.com

About Paul Labrecque

As the owner of four award-winning New York City-based salon & spas, a premium hair care collection, three private gentlemen's salon & barber shops and a thriving retail business, Paul Labrecque has become a renowned style-maker for a veritable "who's who" of movie and television stars, musicians, socialites and other celebrities. For more than 20 years, Paul has offered the best of the best to his savvy clientele who understand and appreciate attentive personalized service, sophisticated style and luxury products. Paul's best-in-the-business team of stylists is constantly in high demand for editorial shoots, runway shows and for house calls with their VIP clientele.

About Hersha Hospitality Trust

Hersha Hospitality Trust (HT) is a self-advised real estate investment trust in the hospitality sector, which owns and operates high quality upscale hotels in urban gateway markets. The Company's 51 hotels totaling 8,120 rooms are located in New York, Boston, Philadelphia, Washington, DC, Miami and select markets on the West Coast. The Company's shares are traded on The New York Stock Exchange-Euronext under the ticker 'HT'.

Media Contacts:

For The Rittenhouse Spa & Club:

Susan Magrino Agency
212.957.3005
Jessica Delguercio, jessica.delguercio@smapr.com | Hayley Karlan, hayley.karlan@smapr.com

For Paul Labrecque:

King + Company
212.561.7463
Elizabeth Hanske, elizabeth.hanske@kingcompr.com

###