

FOR IMMEDIATE RELEASE

THE RITTENHOUSE

SPA & CLUB - HAIR BY PAUL LABRECQUE

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UNDERSTANDING THE UNDER TRENDS

*The Rittenhouse Spa & Club – Hair by Paul Labrecque Provides Insight on
This Season’s Hottest Hair Looks*

Philadelphia, PA – October 26, 2015 – **The Rittenhouse Spa & Club – Hair by Paul Labrecque**, is located on the third floor of Philadelphia’s most iconic hotel - The Rittenhouse. Boasting nearly 15,000 square feet dedicated to beauty, health and wellness, the urban retreat offers the most cutting-edge treatments and personalized services in the Philadelphia region. 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.

Paul Labrecque prides himself in mastering the latest hair trends and educating his staff on the techniques needed to acquire the best results for their client. Paul sees a movement in the hair world towards fashionable, yet refined looks – like underlights and undercuts.

“This season is all about the subtle surprise,” says Paul Labrecque. “With harsher looks like ombre and half shaves on their way out, the under looks allow our clients to feel stylish without the extreme drama and upkeep of looks from past seasons.”

Underlighting is accomplished by putting strategic highlights and lowlights just below the first layer of hair. This creates incredible dimension and universally flattering color that is low maintenance, on trend and sophisticated.

For a more daring look there is the nape undercut. Easier to cover for a more professional look than last season' s immensely popular "half shave," the undercut still allows the wearer to express themselves and their unique sense of style. To accomplish this trendy look, stylists at the Paul Labrecque salon will shave the triangle of hair at the base of the neck, which can also have designs etched into it. The edgy look is easy to display or disguise and, because of the location of the cut, there are no awkward growing out stages.

The Rittenhouse Spa & Club – Hair by Paul Labrecque is located on the third floor of The Rittenhouse hotel. To book appointments please visit therittenhousespaclub.com or call 215.790.2500. Follow along on Instagram, Facebook and Twitter with the handle @RittenhouseSpa.

ABOUT THE RITTENHOUSE

The Rittenhouse is an independent luxury hotel that has received the prestigious Five Diamond award for 24 consecutive 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. For more information, visit 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. For more information, visit paullabrecque.com.

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 52 hotels totaling 8,403 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'. For more information, visit hersha.com.

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