

Fekkai

NEW YORK, NY – July 1, 2009 -- This fall, Frédéric Fekkai, world renowned style-maker and entrepreneur will bring his signature service and yet another salon experience to New York City at the legendary Mark Hotel. The recently refurbished Mark under the direction of France’s undisputed arbiter of elegance, Jacques Grange is located on Manhattan’s Upper East Side and will house Fekkai’s newest salon. The uber-chic 2,100 square-foot luxuriously designed oasis is located on the second floor overlooking Madison Avenue.

Frédéric Fekkai at The Mark will be the seventh salon in Fekkai’s world-class salon portfolio that includes Los Angeles, Palm Beach, Dallas, Greenwich, Fifth Avenue and Soho. As with the other celebrated salons, Frédéric Fekkai at The Mark will offer clients an extraordinary experience with uncompromised quality that includes individually approached and superior haircuts, color, manicures, pedicures and brow-grooming. In addition, Chantecaille makeup application and the full product range will be available. All services will be offered at the salon; hotel guests and residents will have the option of booking in-room appointments. As an added amenity for Fekkai clients, Jean Georges at The Mark will serve as the in-house caterer

In a sun drenched intimate setting, the salon is designed in Fekkai’s signature ebony floors, dark brown leather lounge seating and beautiful soft silk pillows. Fourteen styling stations and two private luxurious pedicure banquettes add to the sophisticated tranquil environment.

“The Mark Hotel is considered to be a classic landmark amongst the landscape of the Upper East Side,” says Fekkai. “I am delighted that we will now be able to service the clients of The Mark in addition to many of our current clients that already reside in the area”.

Frédéric Fekkai at The Mark will be staffed with the industry’s top tier talent, many who are relocating from Fekkai’s Fifth Avenue Flagship. Heading up the style team is Tammy Sherman, a master of the French hair coloring technique Balayage and a renowned color designer who will serve as Creative Director. Sherman has a veritable who’s who on her client list that find her creative vision and discerning eye undisputable.

For Frédéric Fekkai at The Mark, the brand once again collaborated with renowned architect S. Russell Groves to create an intimate, relaxing retreat that peacefully coexists with the hotel’s Jacques Grange design.

Frédéric Fekkai at The Mark opens to the public in September, 2009.

About Frédéric Fekkai & Co.

Frédéric Fekkai & Co. is the leader in luxury hair care, offering a complete range of innovative products and exclusive, full-service salons. The Company is dedicated to providing total beauty and creating a unique portrait of style for each individual. Fekkai products are distributed through the finest beauty retailers around the world and, of course, in the world famous Frédéric Fekkai Salons. For more information visit:

www.fekkai.com

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