



## **The Waldorf=Astoria Hotel Selects Trilogy Spa Ventures To Operate Guerlain Spa at Iconic New York City Property**

*New Services and Facility Upgrades Starting August 2011*

**MCLEAN, Va. – (May 25, 2011)** – The Waldorf=Astoria has chosen Trilogy Spa Ventures to operate the hotel's luxury Guerlain Spa beginning August 1, 2011. As part of this agreement, Trilogy also assumes oversight of the hotel's Guerlain retail boutique.

"The Guerlain Spa at The Waldorf=Astoria provides truly exceptional and transformative spa experiences to both distinguished hotel guests and discerning New Yorkers," stated Eric O. Long, general manager, The Waldorf=Astoria. "We have selected Trilogy Spa Ventures to provide spa services, as well as an enhanced menu of treatments that will accommodate our spa guests' distinct needs. Their industry expertise will serve as an asset to our spa."

"Waldorf Astoria Hotels & Resorts and Guerlain are two fabled luxury brands," said David Stoup, Trilogy chairman. "We look forward to aligning our organization in such a way that delivers a lavish spa experience for hotel guests and New Yorkers alike."

Nineteen floors above the fabled Waldorf lobby, the spa creates a serene oasis in the famed Waldorf Towers. The 14,000 square-foot Guerlain Spa features 16 treatment rooms, consisting of 13 dry rooms and three fully appointed wet therapy suites for hydrotherapy and Vichy shower, a relaxing footbath lounge, interconnecting and double rooms for couples and groups, freshly prepared beverages and stunning views of midtown Manhattan. In advance of the August re-launch, the facility will receive a renewed lighting package and new soft goods.

A world leader in beauty for nearly 200 years, Guerlain creates fragrances, makeup and skincare of exquisite quality and French luxury. With a reputation for unparalleled devotion to innovation and excellence, handed down from generation to generation, each creation is steeped in history and reflects the discerning tastes of elegant women worldwide.

Trilogy provides spa operations services and offers access to the world's most iconic beauty brands for luxury hospitality properties. The principals of Trilogy possess a lifetime of experience operating in the beauty, spa and hotel arenas.

World-renowned, The Waldorf=Astoria is one of the first hotels to combine elegance, luxurious amenities and premier services. For more than a century, the hotel's staff has been committed to the service traditions of the world's grand hotels, ensuring that each guest is provided with a delightfully memorable visit. Recognized as an official New York City landmark since 1992, The Waldorf=Astoria is lauded by many as the epicenter of the city's cultural, commercial, social and political life.

Reservations for services at the Guerlain Spa at The Waldorf=Astoria will be accepted beginning July 1, 2011, at +1 212 872 7200. For more information, please visit

[www.TrilogySpaVentures.com](http://www.TrilogySpaVentures.com) or [www.WaldorfNewYork.com](http://www.WaldorfNewYork.com).

**About The Waldorf=Astoria:**

The Waldorf=Astoria, an official New York City landmark since 1993, has been an internationally recognized symbol of elegance and grace for more than 100 years. As such the Art Deco masterpiece, occupying an entire city block of midtown Manhattan, is at the epicenter of the city's cultural, commercial, social and political life. A grand hotel in the grandest of traditions, with cosmopolitan restaurants, bustling lounges and bars, more than 60,000 square feet of high-tech equipped function space, state-of-the-art business center and intriguing boutiques, The Waldorf is a microcosm of the city it has served so well for so long. The Waldorf=Astoria is a member of Waldorf Astoria Hotels & Resorts and Hilton Worldwide. Call 1-800-WALDORF or visit [www.waldorfnewyork.com](http://www.waldorfnewyork.com) for more information.

**About Guerlain**

A world leader in beauty for nearly 200 years, Guerlain creates makeup, skincare, and fragrances of exquisite quality and refinement. With a reputation for unparalleled devotion to luxury, innovation, and excellence, handed down from generation to generation, each creation from the house of Guerlain is steeped in history—a reflection of elegance, sophistication, and discerning taste worldwide. For further information about Guerlain, visit [www.guerlain.com](http://www.guerlain.com).

**About Trilogy Spa Ventures**

Trilogy Spa Ventures was formed by David Stoup and Robert Boykin and launched in January 2011. Designed to establish mutually beneficial relationships between beauty brands and hotels, residences and mixed-use properties, Trilogy Spa Ventures acts as the critical spa management link between hospitality companies and beauty brands to ensure an optimal return for its hotel partners. Trilogy Spa Ventures is headquartered in New York, with offices in Arizona.

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