

TRAVEL AND HOSPITALITY

La Prairie to open branded spa in Waldorf Astoria Beverly Hills

November 1, 2016



Rendering of Waldorf Astoria Beverly Hills

By STAFF REPORTS

Waldorf Astoria Beverly Hills, CA, set to open next spring, has unveiled plans for a spa developed in partnership with Swiss skincare marketer La Prairie.

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The 5,000-square-foot Spa by La Prairie will offer treatments using the brand's signature products, such as its Skin Caviar collection. Hotel spa placements offer beauty brands the opportunity to provide guests and locals with an experiential introduction to their lines in a relaxing environment.

City escape

The hotel's Art Deco design continues in the spa, which includes six private treatment rooms and two relaxation roomsone each for men and women. Treatments for the face and body will pull from the brand's expertise in anti-aging and skincare.

"La Prairie is internationally known for their commitment to skincare, and we are thrilled to bring the brand's expertise and knowledge to the Waldorf Astoria Beverly Hills," said Luc Delafosse, managing director of Waldorf Astoria Beverly Hills, in a statement. "Our guests will have access to the best amenities in Los Angeles, so it's only fitting that we partner with the one of the highest acclaimed brands to create our spa."



La Prairie's Skin Caviar Luxe Cream

Waldorf Astoria's property, designed as an "urban oasis," is slated to open in April 2017, marking the Hilton-owned chain's third hotel on the west coast of the United States.

"We are pleased to join the Waldorf Astoria with La Prairie's iconic Swiss skincare and legendary savoir-faire," said Francois Le Gloan, president and CEO of La Prairie, the Americas. "We are looking forward to indulging the guests of this new property, as well as the Beverly Hills community."

Este Lauder Cos.' Crme de la Mer is giving guests at Baccarat Hotel & Residences in New York a special place to relax and wind down at its branded spa.

Spa de La Mer is located two floors beneath the Baccarat Hotel on West 53rd Street, Spa de La Mer is an oasis of peace from the busy city life where consumers can pamper themselves with a wide variety of luxury treatments all featuring La Mer products. Partnering with Baccarat Hotel for this collaboration invites consumers of both brands to experience something new, be it the hotel itself or La Mer's unique collection of skin care products ([see story](#)).

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