

TRAVEL AND HOSPITALITY

Four Seasons, Omorovicza design sleep-enduring spa pop-up

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Four Seasons Hotel London at Park Lane is located on the tenth floor. Image courtesy of Four Seasons

By STAFF REPORTS

Four Seasons Hotel London at Park Lane is bidding guests goodnight with a package meant to ensure a night of restful sleep.

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Four Seasons' Omorovicza Midnight Suite is available only for the week of Sept. 7-14, and features Italian lingerie brand La Perla and skincare by Omorovicza, a Nobel Prize-winning laboratory in Budapest. Guests can experience the pop-up on Four Seasons' rooftop spa, which boasts 360-degree views of London's skyline.

Sweet dreams, London

During the weeklong pop-up, Four Seasons' guests can experience spa treatments featured on the Omorovicza Midnight Menu. The experience was organized to help the skincare brand introduce its new Midnight Radiance Mask.

Held high above London on the Four Seasons' tenth floor, the boudoir-style treatment room will be decorated with an array of delphinium, hydrangea and lisianthus flowers and tones of midnight blue to bring the concept to life. The floral arrangements will be designed by the hotel's floral designer Rosalind Ackerley.

The space also showcases a collection of La Perla nightwear, available for purchase at the Four Seasons' spa boutique.

Omorovicza has created the Midnight Menu exclusive for Four Seasons Hotel London at Park Lane and designed the treatments to prepare the skin and body for restorative sleep.



Four Seasons's Midnight Menu includes an application of Omorovicza's new Midnight Radiance Mask. Image courtesy of Four Seasons

The menu's three sections begin with a back massage followed by a 30-minute facial. Next, guests can select either a deep cleansing facial, one to boost complexions, a strengthening treatment for aging skin, "an overnight workout for the face" or, lastly, a ritual to restore moisture.

Guests then will enjoy two 10-minute enhancers to further relax their body and mind. Options include an eye cooler, face smoother, scalp retreatment, neck lift or feet relaxer.

The experience is completed with an application of Omorovicza Midnight Radiance Mask, left overnight for optimal results.

Four Seasons Hotel London at Park Lane's spa will only offer the Midnight Menu between the hours of 4 and 9 p.m. The time frame coincides with the body's Circadian Rhythm, a person's natural body clock.

The hour treatment is priced at 150 pounds, or \$192.

Getting a restorative night's sleep while staying at a hotel, where guests often feel they are not properly rested, is an important touchpoint for the high-end hospitality space.

For example, The Ritz-Carlton, Dallas makes guests' sleep quality its top priority with a room package.

Suite Sleep is designed to help travelers get some shuteye, with eye masks, herbal tea, soothing music and a discount on a relaxing spa treatment. While hotels frequently tout their activities as a differentiator, guests' top concern is often centered on a good night's sleep ([see story](#)).

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