

TRAVEL AND HOSPITALITY

## Equinox Hotels, Valentino partner for \$12K 'Pre-Met Gala' spa experience

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*The hospitality name has partnered with the Italian fashion label and New York-based plastic surgeon Dr. Lara Devgan on The Ultimate Met Gala Beauty Experience. Image courtesy of Equinox Hotels*

By LUXURY DAILY NEWS SERVICE

Equinox Hotels, the hospitality arm of luxury fitness club Equinox, is teaming up with Valentino to offer guests of the Met Gala and aspirational attendees alike a rare experience.

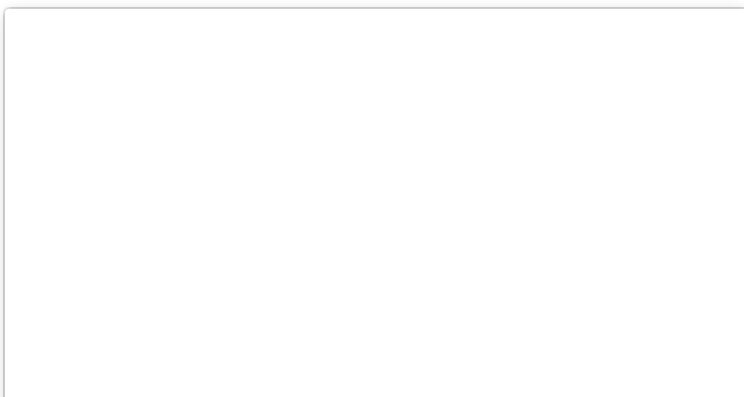
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The hospitality name has partnered with the Italian fashion label and New York-based plastic surgeon Dr. Lara Devgan to create **The Ultimate Met Gala Beauty Experience**. The specialized, two-night stay features a celebrity-grade beauty and wellness itinerary, arriving alongside a price tag of \$12,000 available from April 15 through May 1, bookings are now open.

### Fashioning beauty

Bringing together architects from various areas of expertise, the 48 hours guests spend at the Hudson Yards Hotel in New York City are intended to optimize health and appearance, according to all parties involved.

Included as part of Equinox's pricey package is a private, full-body Pilates class, occurring on-site. Antioxidant-infused spa therapy and lymphatic drainage treatments are available to supplement workouts. Guests can also choose between cryotherapy or infrared sauna sessions.



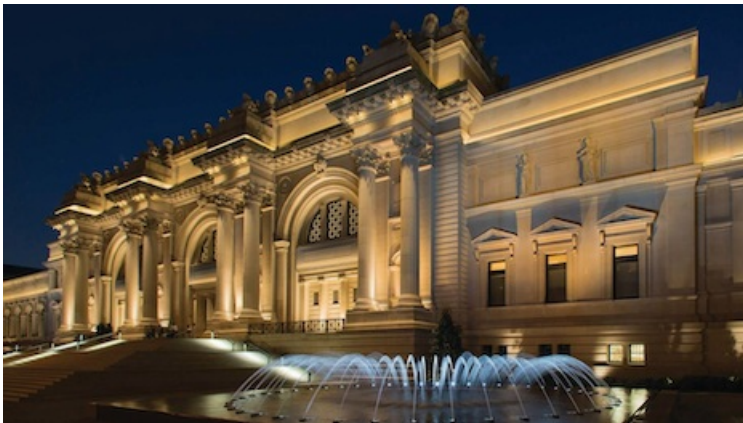
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A post shared by Equinox Hotels (@equinoxhotels)

For the activation, Valentino is also providing an exclusive personal shopping experience. Guests will be welcomed into the brand's SoHo location, getting to privately explore inventory with guidance from the brand's store director.

The luxury maison will also supply all who partake a vanity case full of skincare goodies, fusing the worlds of fashion and beauty ahead of the annual landmark affair.

As Equinox's suites are designed for ideal sleeping patterns, employing silent air conditioners and making sleeping supplements available, guests are sure to get plenty of rest between the exciting experiences.



*With the Met Gala set for the first Monday in May, the experience aims to start preparation off on the right foot. Image credit: Metropolitan Museum of Art*

For an extra \$8,700, those interested can choose to book a personalized treatment session based on "anatomic facial analysis" with Dr. Devgan at her Upper East Side office the treatment involves Botox micro-needling and laser treatment.

For those who do not want to incur the initial cost, skincare formulated by the surgeon is to be made available in guests' rooms, as the industry at large continues to play into heightened demands for wellness ([see story](#)).

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