

PRESS RELEASE

HÔTEL PLAZA ATHÉNÉE LAUNCHES NEW DIOR SPA



Paris, September 18, 2023 - This September, Dorchester Collection's Hôtel Plaza Athénée unveils its transformed Dior Spa following a complete redesign. The new look aims to position the spa as the ultimate space for Parisian wellbeing.

Both houses have shared the same vision of luxury since 1946 when Christian Dior decided to open his first store on Avenue Montaigne, opposite the hotel. Therefore, it was only natural that when Dior launched its first spa in 2008, Hôtel Plaza Athénée was chosen as the perfect location. Today, following a complete redesign, the spa offers an exclusive wellness space - a holistic sanctuary featuring cutting-edge treatments, aimed at restoring the equilibrium between body and mind.

Complete with five individual treatment rooms, a couple's treatment room, sauna and hammam, the new Dior Spa Plaza Athénée will also feature a new Dior Light Suite, offering light therapy.

A first for a Parisian Palace spa, light therapy is used to synchronise circadian and chronobiological rhythms that influence daily wellbeing, energy levels, sleep patterns, and skin health.



Combining expert techniques with state-of-the-art technologies, Dior has crafted three exclusive, tailor-made rituals using different light intensities, designed to help realign guests' biological clocks, alleviate stress, and revitalise energy – a perfect antidote for overcoming jet lag, or fortifying body and skin against the rigours of daily life.

The Recharge ritual awakens both body and mind, harmonising guests' biological clock and emotions. It starts with the gentle glow of dawn, gradually intensifying into the brilliance of midday sun, all whilst bathed in the soothing blue of the sky as the body reawakens.

The Recover ritual envelops guests into the luminosity of the day, culminating in a warm amber twilight that aids recovery and a restful night's sleep. Promising utter relaxation, it combines a soothing massage, a restorative nap phase, and invigorating techniques.

Lastly, **Rest** invites guests to unwind as the sun sets in the evening, a prelude to a relaxing night's sleep. Serving as a true decompression chamber before bedtime, this ritual alternates between sensory stimulation through light and soothing massages to alleviate muscular tension, interspersed with moments of relaxation to reduce physical and mental stress.

The menu also includes two new treatments, specially created for Hôtel Plaza Athénée: le Soin Dior Privé On-Demand. Additionally, four three-hour rituals have been created to address specific needs for body, face, and mind, including Dior D-Tox Therapy, Dior D-Stress Therapy, Dior D-Vibe Therapy, and Dior D-Fit Therapy. Within the Spa, Dior has designed a relaxation area for guests to unwind pre- and post-treatments, offering bespoke fruit and vegetable juices, a selection of herbal teas, dietary supplements, and Dior Wellness accessories.



Adjacent to this, a new Fitness Studio provides a dedicated space for physical and mental fitness. Featuring cutting-edge technology and designed to blend elegance with performance, it offers an ideal setting for individual training. The Spa has partnered with Gymate, a fitness company that creates unique private spaces with a personalised approach, coupled with highly qualified professional coaches handpicked from Paris's elite talent pool. Guests can explore a range of activities including running, yoga, Pilates and meditation.

The newly transformed Dior Spa Plaza Athénée has been designed as a luxurious, discreet retreat, elevating wellbeing to the highest standards, and inviting guests to indulge in personalised sensory experiences.

It stands as the quintessential Parisian sanctuary for high-tech treatments and expert techniques, ready to be discovered from September onwards.

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NOTES TO THE EDITORS

Launching September 23, 2023 at the Hôtel Plaza Athénée - 25 Avenue Montaigne, 75008 Paris
By appointment only. Treatments start from €150

For reservations:
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HÔTEL PLAZA ATHÉNÉE

True to its extraordinary city, Hôtel Plaza Athénée is no ordinary hotel. Here, on the prestigious avenue Montaigne, the hotel has proudly presented guests with the best of Paris since 1913.

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