

# SPEED BEAUTY AT THE SPA FRANKFURTER HOF



*A hair blowout, manicure, expert makeup coupled with a glass of vintage champagne? All delivered at the same time and completed in less than one hour?*

That is the promise from THE SPA Steigenberger Frankfurter Hof, which has embraced the trend for express treatments, and created a luxury Speed Beauty Bar and Hair Spa, launched this July.

Blow-dry bars have started to become popular destinations in major cities such as New York, London and Milan, allowing women to have professional hair blowouts combined with additional treatments such as manicure, massage, threading and eyelash extensions.

This trend has arrived as the salon industry faces challenges due to a post recession change in spending habits. Consumers are stretching out the time between expensive haircuts and cutting back on higher-priced services such as coloring and straightening.

Blow-dry bars have filled the gap to allow women to have access to convenient and affordable treatments and an inexpensive indulgence a couple of times a month.

With Speed Beauty, THE SPA Frankfurter Hof, has added a new service point that directly appeals to female senior executives who stay at the hotel while allowing the spa to attract new customers from the city to this affordable beauty "temple".

Seasonal Blow-dry styles and fashionable "Up Do" techniques, party make-up, quick nail color application and hair care are given the express treatment – coupled with the luxury touch synonymous with one of Germany's leading luxury Hotels; The Frankfurter Hof.



Left: Jane Uhlig – PR Specialist at MHK Marketing Group  
Right: Annette Mansfield – Spa Director The Frankfurter Hof



“We had seen the success of our Hommage male barber – and thought a female version would be an excellent addition. The idea behind the Beauty Bar is to deliver beauty services in the shortest possible time – without compromising on quality. The concept perfectly compliments the spa and hotel, already attracting strong market interest.” Annette Mansfield - Spa Director Frankfurter Hof

The beauty bar also delivers numerous hair “spa” treatments, supported by Kérastase, that includes deeply nourishing scalp and hair facials, masks and tonics to counter the damage cause by prolonged coloring and environment.

GOCO Hospitality who has developed the concept with Annette Mansfield and her team, is continuously at the forefront of creating innovative concepts that set industry trend.

“We are very excited with this new concept that perfectly embraces current beauty trends and delivers both exceptional value and results. Within a luxury spa setting speed beauty is a fantastic addition

that GOCO Hospitality will be incorporating into many of our spa openings globally, especially in our luxury projects in Dubai, Mumbai and Beijing” Emlyn Brown GOCO Director – Spa Operations.

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*Note to the Editor: As CEO and founder of GOCO, Ingo Schweder brings more than 30 years of experience from the fields of spa and hospitality. Working with and managing some of the world's most prestigious hotel groups Ingo has been involved with the design, development, and worldwide operation of iconic properties and spas. Under his guidance, Ananda in the Himalayas, the globally recognized destination spa, was established. During his tenure at the Mandarin Oriental Hotel Group, he established from the ground up 15 spas on four continents – whose strong holistic roots are credited to him. He earlier was Group Director of Hotel Operations for Oberoi Hotels & Resorts and Managing Director of Rafael Group Hoteliers, Southeast Asia. Under his leadership, GOCO Hospitality has received the 2012 SpaChina Awards and 2011 Crystal Awards for Best Spa Consultancy.*

**About THE SPA Frankfurter Hof**

Open in 2013, THE SPA at Frankfurter Hof offers 1,000 square meters of finest spa rituals dedicated purely to the ‘Art of Wellbeing’ combining quality, creativity, and informal luxury into a seamless spa experience. Developed by GOCO Hospitality, THE SPA is exceptionally unique. It utilizes modern, high quality materials and incorporates a wide variety of effective services that appeal to men and women, as well as business and leisure guests.

**About GOCO Hospitality**

Founded in 2009, GOCO Hospitality is a leading wellness hospitality development and management company, working in over 20 countries with reputed brands such as MGM, The Ritz-Carlton, Marriott, Wynn, Viceroy, Emaar and Starwood amongst others. The company creates, innovates, and operates tomorrow's hospitality concepts as well as delivers unique business solutions to a clientele ranging from individual investors to global hospitality brands.