

# URBAN RETREAT

## THE WHITE HOUSE

### Urban Retreat announces new concept flagship in Knightsbridge

London's luxury salon operator prepares to launch new five storey residence, The White House



Urban Retreat are excited to embark on a fresh chapter, which sees the brand open their first ever London stand-alone location this summer. Amongst the heart of Knightsbridge's international fashion boutiques, The White House situated on Hans Crescent, is set to be the location for their readily-awaited new concept. Formerly a private residence, the 12,000 sq. ft. building will open its doors for business in June to unveil a brand new landmark flagship set to challenge the beauty hospitality space.

Urban Retreat is the 'ultimate beauty destination' in London for both local and international clientele. Their prime objective is to fully redefine the luxury lifestyle & wellness sector, with a committed focus on personalised client health, nutrition and well-being, complementing diverse hair and beauty services. Fundamentally, Urban Retreat will remain true to their core values, embodying quality, trust and expertise that the industry and their clients have come to expect from the brand; however intend on providing a fresh, compelling, much-needed proposition for the beauty scene.

*“The grand nature of The White House is perfect for Urban Retreat to realise its vision, where ‘beauty meets hospitality’”*

Reena Hammer, Managing Director says; “We want to revolutionise and own the beauty hospitality space with our expert staff, authoritative approach to service, best-in-class professional and retail products, alongside an elevated customer experience. The grand nature of The White House is perfect for Urban Retreat to realise its vision, where ‘beauty meets hospitality’. In a landscape where traditional retail layouts and store design are being challenged by the expectations of the evolving consumer, our brand new concept will focus on an experience-led approach. Everyone will be met with a warm and relaxed, yet luxurious place to spend time, where creating intimacy with our clients and anticipating their needs is key.”

Upon arrival, clients are greeted by an open ground floor retail space, where an array of curated beauty brands are available for

purchase. Consultation tables beside the fireplace, alongside a grand staircase make you almost forget you're in a public space – more of a private members club or luxe living room. Flavour by Urban Retreat is a 40-cover in-house restaurant focusing on an artificially free, nutritious, balanced menu which occupies the ground level with separate opening hours to accommodate a late dinner reservation, lazy weekend brunch, or a sip of an aperitif at the chic cocktail bar. The restaurant space will also be available for private hire or corporate events.

Urban Retreat will raise the bar for their clients, by cementing strategic, global partnerships with respected industry powerhouses. On the first floor, internationally renowned hair stylist and entrepreneur Frédéric Fekkai has chosen to open his first global salon with Urban Retreat, where clients can experience luxurious hair services, as well as discover the tastemaker's curated new product lines The One and Bastide. Leading professional nail care brand CND will establish Urban Retreat as their London flagship.

The second and third floors will house more medical and traditional beauty services, including a prestigious Limited Edition Suite, where external beauty brands perform exclusive and signature treatments for a limited time, not normally offered on the regular menu.

A creative studio will host guest residences for acclaimed tattoo and piercing artists providing an edgier, alternative offering, balanced against the in-house menu of perennial beauty treatments and latest medi-spa services.

The basement is a detox haven, where the ethos of wellness is truly embedded - strictly no caffeine or diet coke is allowed here! Urban Retreat will partner with leading nutritionists and well-being consultants to deliver results-driven cleansing, intolerance testing and tailored weight management programmes. The entire floor is a designated safe zone where slimming treatments, colonic hydrotherapy, infra-red sauna and relaxation rooms are on offer. There's even a soundproof yoga and meditation studio for lunchtime mindfulness sessions.

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#URHome

