

## FRÉDÉRIC FEKKAI OPENS DALLAS SALON

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### FRÉDÉRIC FEKKAI OPENS FIRST NAMESAKE SALON IN THE GREAT STATE OF TEXAS

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NEW YORK, NY – November 1, 2007 – This fall, celebrity super-stylist Frédéric Fekkai will bring his signature service and salon experience to the great state of Texas with the opening of Frédéric Fekkai Dallas. The 2,430 square-foot salon will open its doors to the public on December 3, 2007, in prestigious Highland Park Village.

As with his celebrated salons in New York, Beverly Hills and Palm Beach, Frédéric Fekkai Dallas will offer the exquisite cuts and the world-class services that Fekkai is famous for, including hair styling and coloring, manicure, pedicure, brow grooming and make-up application.

With a sunny, open layout, the second-floor salon will feature three styling clusters in a warm setting replete with dark brown leather lounge seating, soft silk pillows and sophisticated polished-nickel table lamps. Private pedicure and waxing rooms and a special VIP styling studio provide an intimate, relaxing retreat.

Clients will have the option of visiting the salon seven days a week, and with special touches like valet parking and a menu of delicious edibles from Celebrity Café, scheduling appointments is easy and convenient.

“For many years I have enjoyed a loyal clientele from the Dallas area in my other salons,” says Fekkai. “I am delighted now to be able to service their needs with the Fekkai salon experience they love in their own hometown.”

Seasoned Fekkai veteran Brian Keller will relocate from Frédéric Fekkai Palm Beach to serve as Creative Director in Dallas. Keller, a renowned color designer and an expert in the French coloring technique of Balliage, will be on-hand full time to offer his creative vision and discerning eye for the benefit of salon clients and for the ongoing development of his top-tier staff.

“For our Dallas salon, we have again collaborated with renowned architect S. Russell Groves to create an intimate, luxurious setting where clients can relax and socialize – all the while experiencing the service and style we are famous for,” says Fekkai.

Frédéric Fekkai Dallas opens to the public on December 3, 2007.

For further information or to request photos or a tour, contact:  
Fekkai Public Relations: 212-583-3232

#### FACT SHEET

**NAME:**  
Frédéric Fekkai Dallas

**ADDRESS:**  
47 Highland Park Village  
Suite 207  
Dallas, TX 75205

**SIZE:**  
2,430 sq. ft.

**HOURS OF OPERATION:**  
**Monday through Friday** – 8AM - 8PM

**Saturday** – 9AM - 7PM

**Sunday** – 12PM - 7PM

**FOR APPOINTMENT:**  
214 219 3600

**SERVICES OFFERED:**

Fekkai

Haircut, haircolor, manicure, pedicure, waxing, brow grooming and makeup application. Gift Certificates available for all occasions.

**PRODUCTS OFFERED:**

The complete range of Fekkai hair and body care products; Laura Mercier cosmetics.

**CREATIVE DIRECTOR:**

Brian Keller

**OPENING DATE:**

December 2007

**NEW SERVICES:**

- Extended hours: Ability to accommodate late appointments for all services.
- Makeup application by Laura Mercier trained artists.
- Valet parking available.

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**For further information contact:**

Public Relations  
Frédéric Fekkai & Co.  
212.583.3232

**About Frédéric Fekkai & Co.**

Frédéric Fekkai & Co. is the leader in luxury hair care, offering a complete range of innovative products and exclusive, full-service salons. The Company is dedicated to creating a unique portrait of style for each individual. Fekkai products are distributed through the finest beauty retailers around the world and, of course, in the world famous Frédéric Fekkai Salons.

For more information visit: [www.fekkai.com](http://www.fekkai.com)