

## FRÉDÉRIC FEKKAI OPENS SALON IN GREENWICH

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### Coiffure King comes to Connecticut Frédéric Fekkai opens namesake salon in Greenwich

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This spring, celebrity super-stylist Frédéric Fekkai will bring his signature service and salon experience to Connecticut's toniest town with the opening of **Frédéric Fekkai / Greenwich**. The 2,100 square-foot salon will open its doors to the public on May 1, 2008.

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

Housed in a former flower shop on the charming, tree-lined Lewis Court, Frédéric Fekkai / Greenwich has a sunny, open layout with high ceilings. The salon will feature ten styling chairs against its original exposed brick walls in a warm setting replete with dark brown leather lounge seating, soft silk pillows and sophisticated polished-nickel table lamps.

As an added convenience, the salon will offer extended hours, along with special touches like a menu of delicious edibles from a nearby restaurant.

"For many years, I've been privileged to host a terrific clientele from the Greenwich area," says Frédéric Fekkai. "I love the sophistication and style of Greenwich and I am so pleased that we now can cater to our clients with our signature Fekkai services in a salon that is more conveniently located for them."

Fekkai veteran Alexandre Chouery will relocate from Fekkai's Fifth Avenue flagship salon to serve as Creative Director in Greenwich. Chouery, a highly seasoned Fekkai stylist, 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 Greenwich 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.

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#### **For further information contact:**

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#### **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)

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