

FRÉDÉRIC FEKKAI NAMES WEST HOLLYWOOD HOME

Celebrity Stylist to Open Melrose Place Salon

Los Angeles, CA – Frédéric Fekkai, whose name is synonymous with sophistication and style, announced today that he will open a second Los Angeles salon on ultra-chic Melrose Place in September 2007. Located at 8457 Melrose Place, this 1,400 square foot space will provide an intimate luxury retreat.

Fekkai will be the latest addition to arrive on the breezy, tree-lined street that is rapidly becoming a leading fashion destination. Tucked into the second floor of a recently restored Spanish-mission style building, the salon will offer clients a sunny, relaxing oasis to experience the exquisite cuts and luxurious, high-end services that Fekkai is famous for, including hair styling and coloring, manicure, pedicure, brow grooming and make-up application. Clients will have the option of visiting the salon six days a week, allowing them to easily schedule appointments that cater to the demands of their on-the-go lifestyles.

Building on the success of his renowned Beverly Hills style mecca, the Melrose Place salon furthers Fekkai's vision to expand the brand within the Southern California market. It also marks the first stop among many other locations currently under consideration, including Malibu, Santa Monica, and Newport Beach.

“Southern California is developing into micro communities, and we want to be in all the places where our clients reside,” says Frédéric Fekkai, Founder & President of Frédéric Fekkai & Co. “I have always been a fan of the antique shops along Melrose Place. Now it's also shaping up to be the most coveted spot for ready-to-wear and accessories and, naturally, for our style-savvy clientele. I'm delighted to add Fekkai to that mix.”

The salon's layout is designed with open style and color studios in a warm, loft-like setting replete with dark brown leather banquette seating, soft silk pillows and sophisticated polished-nickel table lamps for a modern look and feel. A generous outdoor terrace lined with banquette seating will allow clients to enjoy manicures and pedicures “al fresco” while sipping beverages or nibbling on a delicious lunch. The shampoo area is cordoned off from the main space to provide an intimate, soothing setting with three state-of-the-art Japanese ergonomically designed shampoo chairs that fully recline for the ultimate in function and comfort.

“Again we worked with renowned architect S. Russell Groves to create a relaxed setting where clients can easily catch up on their work, have a light lunch and socialize – all the while experiencing the service and style we have become known for,” says Fekkai.

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

Fekkai