



## YOTEL INTRODUCES LUXURY COLLECTION, ENHANCING CUSTOMER EXPERIENCE AND RETAIL OFFERING

***Cityscape bathroom amenities selected from Urban Skincare Co. are designed to meet the needs of today's urbanite and time-poor traveller***

**LONDON, UK, 7 November 2017** – Unexpected, clever luxuries are standard at YOTEL. The brand, inspired by first class travel and designed around the guest experience, today introduces a delightful indulgence to guests at its YOTELAIR and YOTEL city locations around the world with the unveiling of a premier line from Urban Skincare Co. The collection of products, developed with revolutionary anti-pollution formulas, work to remove impurities and provide protection to the body and hair from every day external aggressors.

“Whether rushed for time and in need of an instant refresh or lingering with time to relax, our guests appreciate quality experiences that feel seamlessly designed to not only meet their travel needs but exceed expectations,” said Jo Berrington, VP - Brand of YOTEL. “This has long been a mainstay of our brand, and we are excited to partner with Urban Skincare Co. to be its first hotel brand outside of Australia to stock the Cityscape Collection.”

The Cityscape Collection is fortified with the patented ingredient Oligogeline and enriched with Vitamin E and Coriander Oil. The exclusive formula is designed to reduce stress, minimise environmental exposure and provide key nutrients that refresh and hydrate both skin and hair, while fortifying against environmental exposure to everyday pollutants and stresses.

“Designed for those living life in the fast lane, Urban Skincare Co. ushers in a new generation of hair and body care that instantly refreshes, hydrates and combats the toll city living takes on our appearance,” said Paul Tsalikis, CEO of Vanity Group. “We are thrilled to be partnering with YOTEL so their on-the-go guests can live the Urban life to its fullest.”

YOTEL cabin bathrooms around the world will feature the full collection which includes Awaken Hair Wash, Intense Conditioner, Daily Hand and Body Cleanser and Repair Body Balm. The line builds on the luxuries YOTEL already offers its guests, including its rejuvenating monsoon rain showers, adjustable SmartBeds™ and Technowalls with smart TVs and easy connectivity.

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### **About YOTEL**

Inspired by the luxury of first class travel and uncompromisingly designed around guests, YOTEL takes the essential elements of luxury hotels into smaller, smart spaces and deliver a sense of community with areas for co-working, social gatherings and exercise. Premium Cabins include YOTEL's signature adjustable SmartBed™ with rejuvenating monsoon rain showers and a Technowall with adjustable mood lighting and smart TVs, multi power points and easy connectivity.

YOTEL currently operates four airport hotels under the YOTELAIR brand in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris, Charles de Gaulle airports; and three city hotels in New York, Boston and Singapore. YOTEL is expanding rapidly with new hotels under development globally, including a YOTELAIR in Singapore Changi Airport and new city hotels in San Francisco, London Clerkenwell, Dubai, Edinburgh, Miami and Amsterdam.

YOTEL's major shareholders include the Al-Bahar Group, IFA Hotels & Resorts, Starwood Capital Group, United Investment Portugal and Kuwait Real Estate Company (AQARAT).

YOTEL was created by YO! founder Simon Woodroffe OBE, who inspired by first class travel, translated the language of luxury airline travel into a small but luxurious cabin ([www.yo.co.uk](http://www.yo.co.uk)).

For more information or to book a stay at YOTEL New York, Boston, Singapore, San Francisco or YOTELAIR properties at London Heathrow, London Gatwick, Amsterdam Schiphol and Paris Charles de Gaulle visit [yotel.com](http://yotel.com).

To see YOTEL's evolution visit: <http://www.yotel.com/evolution>

#### **About Urban Skincare Co.**

Urban Skincare Co. is the new generation of hair and body care, developed specifically to combat the toll city living takes on our appearance. With revolutionary anti-pollution formulas utilising mineral-rich red seaweed, both the Cityscape and Backstreet Urban Skincare Co. Collections work to remove impurities and provide protection for body and hair from every day external aggressors.

Website: [www.urbanskincareco.com](http://www.urbanskincareco.com)

Social: /urbanskincareco

The line has been added to YOTEL's retail collection and customers purchasing in hotel and online at [www.urbanskincareco.com](http://www.urbanskincareco.com) will enjoy a 20% discount on the Urban Skincare range and free shipping on orders above AUS\$80.