

May 2019

ODDFELLOWS ON THE PARK INTRODUCES [comfort zone] TO THE PIGSTY

Design-led boutique hotel, Oddfellows On The Park has announced the launch of [comfort zone] as the new leading spa and skincare product range at the hotel's salon, The Pigsty.

The Pigsty sits within the award-winning hotel with a separate entrance onto the glorious mature parkland of Bruntwood Park and was so-called as it was once the area of the Hall's courtyard where animals were kept. The luxuriously serene interior is adorned with quirky features like oil paintings of pig royalty and barrels. Fittingly, the salon has its own mudroom, where guests can pamper themselves with detoxifying or invigorating mud treatments. Facials and massages compliment all the usual beauty salon offerings like manicures and pedicures- so-called hooves and trotters at The Pigsty!

[comfort zone] will be arriving at The Pigsty at the end of May, with a launch party to celebrate its arrival on May 23rd.

Hotel manager, Carlo Iulianella said: '[comfort zone] is a brilliant fit for Oddfellows. They are a truly holistic skin care brand, that treat the mind and body too. Along with the skincare, comes lifestyle and wellness advice – as they believe in treating the whole person. We have a small boutique salon, where we have the luxury of being able to personalise and individualise treatments – so partnering with a product house that can facilitate that level of bespoke care is just perfect.'

Sarah Shaw, Country Sales Manager of [comfort zone] said: [comfort zone] is delighted to be chosen as skin care partner for 'The Pigsty' salon de beaute in Cheadle which is part of uber cool hotel Oddfellows On The Park. The Pigsty is beautifully situated in the leafy Bruntwood park - this fun and quirky space offers clients an opportunity to experience a comprehensive range of highly effective [comfort zone] treatments.'

THE
ODDFELLOWS
COLLECTION

Notes for Editors

Oddfellows On The Park is the second boutique hotel in the Oddfellows collection, with a sister hotel in Chester. The hotel has 22 beautiful bedrooms, The Stud Room bar and The Galloping Major restaurant, along with stunning private event spaces and The Pigsty salon.

[**comfort zone**] is a holistic science-based spa skin care brand **created in 1996 by Dr. Davide Bollati**, pharmacist, cosmetologist and current Chairman of the Davines Group, which also features /skin regimen/, modern plant chemistry for urbanites, and Davines, a professional hair care brand. We see skin as an expression of how we live and feel and therefore offer an integrated approach that includes treatments, products and lifestyle advice for the health and beauty of face and body.

[**comfort zone**] is currently distributed across the world in high-end selected beauty salons, day spas and resort spas and has direct branches in Paris, London, New York, Mexico City, Hong Kong and Deventer.

For any further comment, questions or photography, please contact: Katie Bentley, 07739 969 256, katie.bentley@oddfellowshotels.com