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THE RITZ CLUB & SPA INTRODUCES ITS NAIL BAR

AND A SUBLIME SIGNATURE “RITZY”
NAIL POLISH BY KURE BAZAAR

Paris, January 21st 2025

In honor of Paris Fashion Week, the Ritz Club & Spa is inaugurating its Nail Bar, created in collaboration with Maison Kure Bazaar, and unveiling “Ritzy” its first-ever nail polish, to offer the chicest, most ecological manicure in Paris.

Since its creation in 1898 and throughout its history, the Ritz Paris has distinguished itself for its exceptional odes to femininity, a muse that constantly inspired César Ritz and which he systematically honored with modernity. With passion, he dedicated his most innovative and daring ideas to women, lavishing them with the quintessence of refinement and well-being.

In keeping with that heritage, the Ritz Club & Spa has chosen to collaborate with Kure Bazaar on its Nail Bar, which is designed as a delicate and soothing oasis. A visionary spirit has made Kure Bazaar the most eco-friendly nail polish on the market, and a brand recognized worldwide for its bio-based ingredients and uncompromising formulas with vibrant colors, beautiful shine, and perfect hold.

Decorated in warm and delicate shades, the Nail Bar creates a soft, cozy, cocoon-like atmosphere, elevated by refined woodwork and discreet lighting to enhance well-being during a natural, ecological and 100% Made in France manicure experience that protects and beautifies the hands.

As the absolute embodiment of Parisian chic, the Ritz Paris inspired Kure Bazaar to create a unique nail polish with an evocative name “Ritzy”: a sublime, very luminous red poised between black-reds and bright red, a shade specially developed for the Ritz Paris using a touch of the hotel’s emblematic blue. The result of several months of work, this timeless shade is ideal for every season.

TWO UNIQUE RITUALS HAVE JOINED THE RITZ CLUB & SPA TREATMENT MENU

THE RITZY SIGNATURE RITUAL

A complete treatment for the hands, nails and cuticles. Lasting 75 minutes, it includes a full manicure with Ritzy red or another of the brand's 40 bestselling nail polishes, from discreet nude to the most flamboyant red. As a parting gift, the customer is offered the bottle of polish she has chosen for her nails.

THE RITZY ÉCLAT JEUNESSE RITUAL

This 90-minute treatment includes an anti-aging treatment using hyaluronic acid that is designed to give the hands a real radiance boost, smoothing the skin and enhancing the manicure's overall result. Kure Bazaar's essential, rose petal-infused Organic Oil is applied to the nails and cuticles at the end of the treatment to make them even stronger and shinier. As a parting gift, the customer is offered the bottle of polish she has chosen for her nails.

« We wanted to collaborate with an innovative and eco-responsible brand. This exclusive collaboration with Kure Bazaar reflects our wish to offer our customers exceptional treatments, with a focus on global well-being through a unique, holistic and sensory experience. These rituals go beyond a simple manicure to work on meridians and pressure points in a very refined, minimalistic environment of floral-scented relaxation. »

Carine Pfeiffer, Director of the Ritz Club & Spa

« Our aim was to make the Ritzy nail polish an infinitely desirable object and emotion by highlighting our colorist's expertise with an ecological formula that is extremely respectful of both the nails and the environment. This new approach to global anti-aging hand care reflects the quintessence of our philosophy. »

Christian David, Founder of the brand Kure Bazaar



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RITZY NAIL POLISH - 35 €

AVAILABLE FOR PURCHASE EXCLUSIVELY AT THE RITZ CLUB & SPA
AND AT THE RITZ PARIS CONCEPT STORE

RITZY SIGNATURE RITUAL : 175 € (75MN)

Eco-friendly manicure

Nail polish application

The bottle of polish used is offered as a gift to the client

Complimentary drink or fresh-squeezed fruit juice

RITZY ÉCLAT JEUNESSE RITUAL : 215 € (90MN)

Eco-friendly manicure

Sculpting treatment using hyaluronic acid (15 min)

Nail polish application

Massage of nails and cuticles using rose-infused organic oil

The bottle of polish used is offered as a gift to the client

Complimentary drink or fresh-squeezed fruit juice

RITZ CLUB & SPA

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