

## **SPA LUCE AT RENAISSANCE HOLLYWOOD HOTEL ANNOUNCES SPA DIRECTOR**

**Hollywood, CA** – The Renaissance Hollywood Hotel is pleased to announce Helen Storer as the Spa Director of Spa Luce, the hotel's premier spa experience opening early 2008.

The Renaissance Hollywood Hotel is in the final stages of production for Spa Luce, which will be located on the fifth floor, adjacent to the pool. Set to open in late winter, the state-of-the-art spa experience will include personalized treatments, celebrity-inspired pampering, and top-of-the-line beauty. Featuring popular product lines including Sonya Dakar and Somme Institute Skincare and Red Flower Body Treatments, Spa Luce will provide guests with a unique menu of services befitting the famous location.

“Helen's background makes her a perfect fit for our hotel, and her expertise in the fitness and spa industries will make her an asset in Los Angeles' forward-thinking and progressive wellness market,” says Bruce Gorelick, General Manager. “Inspired by Eastern traditions and on the cusp of the latest treatments, Helen brings a keen eye to Spa Luce's focus on pampering and wellness.”

Previously Spa Director at The Woodmark Hotel in Kirkland, WA, Storer has worked in management in the spa and fitness industries for over five years. Her experience has taken her to many of the country's premiere spa and yoga facilities.

Spa Luce will be a haven from the Hollywood hype that will transport guests to a place of peace and serenity. Infused with the healing energy of light combined with the power of aromatherapy, guests will be taken on a journey of harmony, restoration and inner balance. When completed, natural sunlight will stream into the spa, creating an environment where light and warmth are seen for their regenerative, healing properties. The spa will feature seven distinct treatment rooms including a couple's massage room with a hydrotherapy tub, two manicure, and two pedicure stations.

Storer sees the spa as a true destination for the best of Los Angeles' cutting-edge self-indulgence market: “I am inspired by my clients to bring the best of the wellness industry to Spa Luce. With Spa Luce, I have the opportunity to create an experience that will offer guests not only relaxation and restoration, but provide tools to improve the inner lives of all of our clients.”

Storer began her career in the music industry, performing with many well-known musicians throughout the world and with her own band. That experience led Storer to find her calling into the business world with positions that allowed her to follow her

passion for fitness and health, finding success in pursuing a career that supports her interests and knowledge.

The Renaissance Hollywood Hotel, located at Hollywood & Highland Center, a shopping and entertainment mecca and home to the Academy Awards® ceremonies, offers 637 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot Panorama Suite. A favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant *Twist*, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, [www.renaissancehollywood.com](http://www.renaissancehollywood.com).

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