



***Villa d'Este and Biologique Recherche:
The Biologique Recherche Beauty Maison Pop-Up opens***

The two luxury brands join forces to provide a unique wellness experience in one of the two villas on the Villa d'Este grounds.

Open from 6 November 2024 to 6 January 2025

Cernobbio, November 2024. Villa d'Este, a symbol of elegance and prestige on Lake Como, is proud to announce an exclusive **partnership** with innovative French skincare brand **Biologique Recherche**.

This project is the result of a union between two high-profile brands to provide a **beauty experience like no other, featuring exclusive and personalized rituals, in the private ambience of Villa Malakoff, on the grounds of Villa d'Este**.

Autumn at the hotel, which is open until January for the third consecutive year, is now accentuated by an area allocated to wellness and self-care.

Between **November 6, 2024 and January 6, 2025, Villa Malakoff**, a recently restored and enchanting 19th-century mansion in the centuries-old gardens of Villa d'Este, becomes a lake house that's all about wellness. The **three** elegant suites will be converted into **Biologique Recherche treatment rooms**, where guests can indulge in exclusive personalized experiences.

Beauty treatments at Villa d'Este will also be available to **external clients**, who grant themselves some quiet time amid the greenery, a short distance from the lake.

On their arrival, guests will be warmly greeted at Villa Malakoff and welcomed with a relaxing ritual that will make them feel removed from daily life.

Dermo-cosmetic skin diagnosis forms the basis of the **Biologique Recherche** protocol, enabling personalized beauty treatments with exclusive Skin Instants© technology. Harnessing the timeless elegance of Villa d'Este, in collaboration with Biologique Recherche, we created the Soin Magistral signature treatment, a uniquely tailored experience. This **90-minute** treatment combines the cosmetic expertise of Biologique



Recherche with the sophisticated hospitality of Villa d'Este in a customized routine that elevates the connection between skin and the world outside. Through this sensory journey, the **Soin Magistral** offers **immediate and visible results** for **purified, glowing skin and long-lasting wellness**. This treatment is designed to revitalize the skin and reawaken the senses in an unmatched oasis of beauty and relaxation.

In synergy with the excellence of Biologique Recherche, Villa d'Este has created an exclusive package for its guests, designed to elevate not only the beauty experience but also the overall stay, transforming winter days by the lake into unforgettable moments. Starting from November 6, guests will have the opportunity to immerse themselves in the **Timeless Beauty Retreat**, a package that includes **two nights with breakfast** and a **90-minute SPA treatment** at the Beauty Maison in Villa Malakoff, offering an unparalleled journey of beauty and wellness.

For further information and bookings, please visit the official website of Villa d'Este.

<https://www.villadeste.com/hotel-for-sport-wellness-cernobbio/eng-biologique-recherche-beauty-maison/>

Press information

VILLA D'ESTE

Villa d'Este, the iconic five-star luxury hotel in Cernobbio, on Lake Como, sets the standard in international luxury hospitality. A member of The Leading Hotels of the World, it is part of the Villa d'Este Hotels group, which also includes the five-star Villa La Massa, by the River Arno just outside Florence, Tuscany, the renowned Harry's Bar and Hotel Miralago in Cernobbio. The group also manages the four-star hotels Palace Hotel and Barchetta Excelsior as well as Ceccato Garden Bar, all in Como city centre. Regarded as one of the finest expressions of mid-sixteenth-century architecture, converted into a luxury hotel in 1873 and set in ten hectares of parkland lined with age-old trees, statues and flowers, Villa d'Este has been a symbol of timeless elegance for more than 150 years. The property consists of 152 rooms and suites across the Cardinal Building and Queen's Pavilion, in addition to four private villas on the grounds. Villa Belinzaghi was acquired recently, which will undergo full restoration. Led by Executive Chef Michele Zambanini, Villa d'Este has three restaurants: the elegant Veranda with lake views, serving classic Italian-inspired cuisine with contemporary and international touches; the Grill for casual dining, where quintessential meat and fish dishes take centre stage; and the Platano, which reawakens memories of authentic Mediterranean and Japanese flavours blended with influences from around the world. Bar Canova is a preferred place on Lake Como for sipping world-class cocktails matched with delicious snacks in a refined ambience. In the summer, the Sundeck, situated next to the floating pool, is the perfect spot for a light lunch while savouring a cocktail from the recently revised list.



The hotel's amenities include the Beauty Center and Sporting Club with a heated indoor pool, a gym, sauna, steam room, squash court, a putting green, outdoor fitness equipment and 8 tennis courts. The famous floating pool on the lake is heated and there is a children's pool nearby. Davide Bertilaccio is CEO of Villa d'Este Hotels.

BIOLOGIQUE RECHERCHE

For over 45 years, Biologique Recherche has been developing treatments and cosmetics with original formulas, using unperfumed natural and biotechnological active ingredients. The methodology focuses on a pioneering and scientific vision of professional protocols and products, at the service of ultra-personalized beauty for a guarantee of efficiency and visible results. Biologique Recherche is present in over 85 countries, in spas, medical spas and luxury hotels. The Ambassade Biologique Recherche is the jewel in the crown, on the Champs-Élysées in Paris. Since February 2023, it is also present in Rome, at via Frattina 5, near piazza di Spagna, and since September 2024 in via Manzoni 16/a, near Teatro della Scala.

PRESS RELEASE VILLA D'ESTE

F COMM



fcomm_milano

Francesca Pelagotti Cell: +39 366 7062302 – E-mail: francescapelagotti@fcomm.it

Luisa Chiari Cell: +39 3929904981 – Email: luisachiari@fcomm.it

Giacomo Tinti Cell: +39 331 1244128 – Email: giacomotinti@fcomm.it

UFFICIO STAMPA BIOLOGIQUE RECHERCHE

ATTILA&CO.

Susanna Santarelli – susanna.santarelli@attila.it

Eleonora Rizza – eleonora.rizza@attila.it