

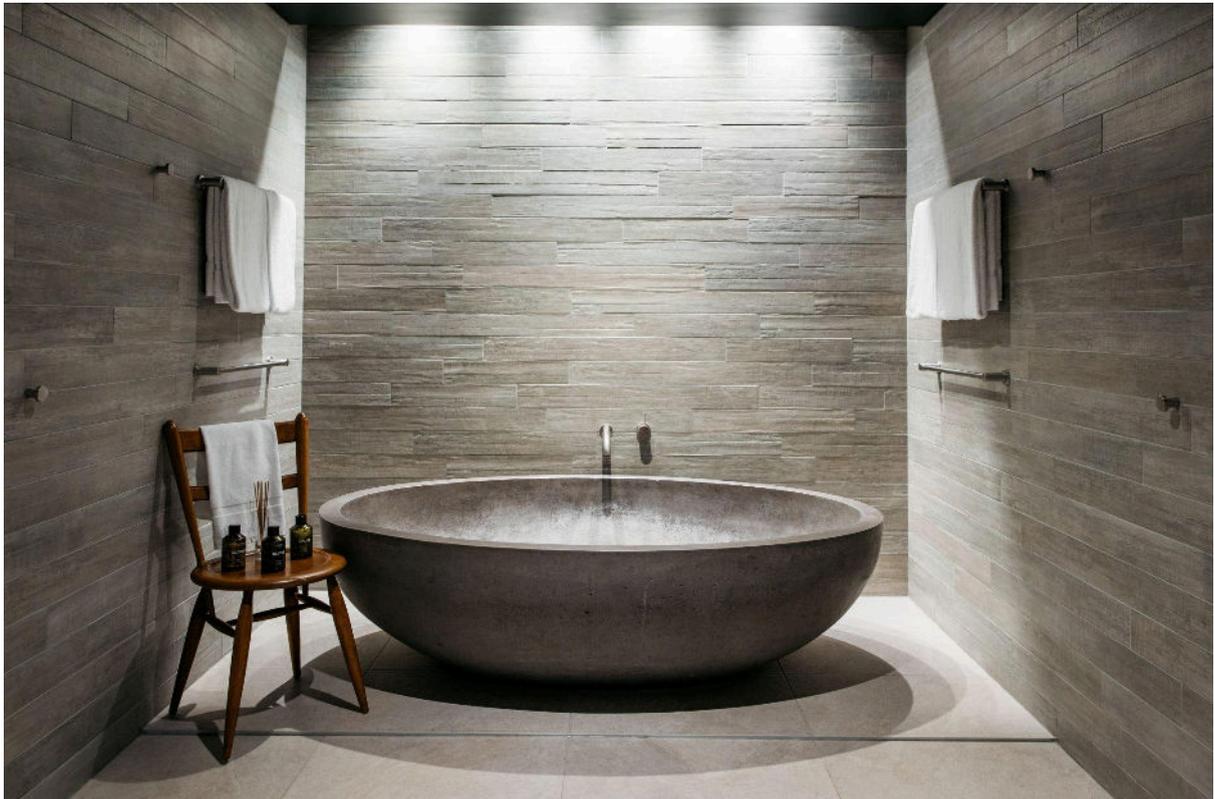
# REYMOND

**MEDIA RELEASE:**

May 2024

## Ovolo Hotels and TRESemmé Unveil World's First Hair Service Menu

*Australian Hotel Group Elevates Guest Experience With Tailored  
Hair Care Luxury*



Ovolo Hotels is thrilled to announce a nationwide partnership with renowned hair care brand Tresemmé, launching the world's first *Hair Service Menu*. Rolling out across the designer hotel collection in Sydney (Woolloomooloo), Melbourne (South Yarra), Canberra (Nishi) and Brisbane (The Valley) from Friday 10th May 2024, the complimentary menu which will allow guests to order bespoke, professional products directly to their room upon arrival.

Providing the solution to create luxurious locks and tamed tresses for a glamorous stay, TRESemmé revolutionary multi-step regimes will be available for guests to order, tailored for

their hair type, including the new *Lamellar Shine* regime, inspired by the viral glass hair trend, as well as *Purple Toning*, *Keratin Smooth*, *Smooth Curls* and *Strengthen and Restore*, valued at over \$30.00.

Stephen Howard, Group Director Of Marketing, Ovolo Hotels said: *"Partnering with TRESemmé to offer our guests an unparalleled and world first Hair Service Menu experience during their stay, is a masterstroke. At Ovolo Hotels, we're constantly exploring new experiences for our guests to enhance their stay and we believe they will absolutely love this addition."*

The exciting partnership offers TRESemmé the incredible chance to engage directly with Ovolo guests, Kate Westgate, Marketing Manager, TRESemmé shares,

*"Ovolo Hotels have been the perfect partner to help us bring this idea to life. They offer the boutique hotel experience, one that values quality and personalisation as much as we do."*

The Hair Service Menu adds to Ovolo's already extensive list of *Perks*, offered to all guests, which includes:

- Daily breakfast
- Superspeed wi-fi
- Social Happy Hour
- In-room mini bar
- Self-service laundry
- 24-hour Gym
- All day snacks
- Free Loot Bag

The Ovolo x TRESemmé Hair Service Menu launches Friday, 10 May and runs until Monday, 10 June at Ovolo Woolloomooloo, South Yarra, The Valley and Nishi.

**-Ends-**

Further imagery available via [Google Drive](#).

#### **Notes to editors:**

#### **About Ovolo Group:**

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong and Australia's most dynamic independent owner operated hospitality firms, growing into a diversified international group with a collection of 9 designer hotels under 2 collections - Ovolo and Mamaka, and plans to keep growing. Ovolo owns and operates all of its real estate.

The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services, with cutting-edge technology. Ovolo Hotels have been acknowledged for Hotel and

Accommodation Excellence, receiving the accolade “Hotel Brand of the Year”, at the 2019, 2020 and 2022 HM Awards.

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating three hotels and three restaurants in Hong Kong, and five and six bars & restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane.

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they'll find. These include Laneways By Ovolo in Melbourne Australia, Nishi Apartments in Canberra Australia, Southside By Ovolo and The Aberdeen Harbour in Hong Kong, and Mamaka Kuta Beach in Bali Indonesia.

Ovolo acknowledges the Traditional Owners of the lands on which we are located. We recognise their continuing connection to land, waters, and culture, and pay our respects to their Elders past, present, and emerging.

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