

HIROMIYOSHI

at

THE RITZ LONDON

HIRO MIYOSHI AT THE RITZ LONDON OPENS



London, 2 July 2018: Tomorrow sees the opening of *Hiro Miyoshi at The Ritz London*. The second London salon from award-winning Japanese hair stylist Hiro Miyoshi, *Hiro Miyoshi at The Ritz London* offers excellent cuts and sublime hair treatments for both residential hotel guests and external clients.

Located in the privacy of hotel's seventh floor, the brand-new *Hiro Miyoshi at The Ritz London* salon offers a tranquil environment for clients to unwind in the hands of Hiro and his handpicked and highly-skilled team. The luxurious salon has been designed to Hiro's exacting standards, and offers a calm and contemporary space for clients to relax, away from the hustle and bustle of the capital beneath.

Hiro Miyoshi is an award-winning, stylist and colourist, renowned for bringing his *Omotenashi* philosophy, (the spirit of Japanese hospitality) to his London clients. Using the very best quality Japanese tools and drawing inspiration from his Japanese heritage, Hiro is known for personalising his own techniques and tailoring every treatment to the individual client. With a strong eye for detail, creative flair and expert skill, he has developed an enviable client list.

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THE LEADING HOTELS
OF THE WORLD®

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A bespoke menu of extensive services and products for both men and women are available at *Hiro Miyoshi at The Ritz London*, following the latest technology and techniques, and includes styling, colour services, hair extensions, YUKO, deep conditioning treatments as well as bridal hair. Blow dries, for those wanting instant transformations, are also available. YUKO is an internationally-patented hair straightening process that successfully straightens hair without damage, resulting in low maintenance, shiny, straight hair.

Hiro Miyoshi at The Ritz London is open Monday to Saturday, from 9am to 6pm. To make a reservation please contact 0207 300 2435 or via email info@hiromiyoshi.com. For further information, treatment menu and price list, please visit www.theritzlondon.com/hiro-miyoshi.

NOTES TO EDITORS:

ABOUT THE RITZ LONDON

The Ritz London, the iconic landmark conceived by renowned hotelier César Ritz, first opened its doors in 1906. Perfectly located in a landmark position in the heart of London's West End, The Ritz is moments from the finest shopping destinations the Capital has to offer, including the luxury designer brands of Bond Street and Regent Street and the unique and quintessentially British boutiques of Jermyn Street. Throughout its distinguished history, the iconic hotel has been at the heart of London society and continued to play host to Royalty, aristocracy, stars of stage and screen and countless other discerning guests. The first and only hotel to have received a Royal Warrant from His Royal Highness The Prince of Wales, The Ritz has deservedly taken its place amongst the great hotels of the world and is the benchmark by which other hotels are measured. Most recently, The Ritz Restaurant was awarded a Michelin Star in the Michelin Guide Great Britain and Ireland 2017. Following refurbishment it is sparklingly renewed though still retains the luxurious Louis XVI style interiors, meticulous service and the exquisite bar and restaurants for which The Ritz name is synonymous.

ABOUT HIRO MIYOSHI GROUP

Hiro Miyoshi Group is a Mayfair, London based group of companies that include the brands Hiro Miyoshi Hair & Beauty, Hiro Miyoshi Hair Products, The Miyoshi Tea Company and Hiro Miyoshi at The Ritz London. Since its inception in 2014, Hiro Miyoshi Group has consistently provided the highest standard of service and quality of products in the luxury the market.