

## PRESS RELEASE

*For Immediate Release*

### GET YOUR GLOW ON AT AWAY® SPA BY W KUALA LUMPUR

*Look and feel good as you refuel that inner glow with a spa experience unlike any other*

**KUALA LUMPUR, 3 September 2018** — Snug on the 13<sup>th</sup> level of W Kuala Lumpur is the W brand's signature spa concept, AWAY® Spa, designed to pamper the modern-day jetsetter, guests and locals alike who seek to escape the ordinary. AWAY® Spa disrupts the traditional spa agenda with the W's millennial mantra of *Detox, Retox, Repeat*—looking past conventional methodologies in favour of high-tech treatments and services designed to help you get your glow on.

Spanning 1,100sqm across the board, guests can seek solace in two customised facilities: Beauty Bar & Spa. Upending dated spa experiences of solitude and ambient chants, AWAY® Spa boasts a sleek design and cutting-edge amenities which are conducive for a modern social environment. This contemporary take on refreshing and recharging exudes a welcoming chilled vibe reminiscent of a posh underground lounge, making AWAY® Spa a uniquely W space to relax and unwind. Extend your bliss long after your AWAY® Spa retreat with the ultimate GLOW experience—with massage and body treatments tailored for your INNER GLOW, on-demand facials and quick beauty fixes to boost your OUTER GLOW, and bonus perks plus pre-/post-treatment benefits to keep fueling your AFTER GLOW.

Spend an hour or two at AWAY® Spa, and experience nothing but the extraordinary. Designed with contemporary serenity in mind, all five luxury treatment rooms and six bespoke massage beds are paired with soothing lighting for touches of modern comfort. Before or after your treatment, feel free to saunter into the ensuite shower for a quick wash, or immerse yourself in a long, hot bath in two of these rooms.

As you lay to rest, let the expert hands at AWAY® Spa knead away your knots and kinks with the specially created 'local' massage which utilises Malay *Urut* techniques—an homage to the roots of Kuala Lumpur. Whether it is an INNER GLOW, OUTER GLOW or AFTER GLOW treatment you are after, destress even further with a complimentary service perks : anything from a Shoulder Quick Fix and Flower Bath to a Scalp Massage or Detox Cocktails. At AWAY® Spa, it is all about you.

Lastly, put the finishing touch from head to toe at the Beauty Bar by 176 Avenue. This elite beauty house offers services from manicures and pedicures to eyelash extensions. Follow your whim and max out your indulgence post-treatment when you retreat to the designated locker rooms: enjoy the exceptional facilities, such as the Aromatherapy Steam Bath, Bio Sauna with Infrared Lights, and Vitality Pool. Cap off your detox experience with a visit to the B&F Bar for nourishment and sustenance—perfect to refuel for the night and beyond.

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### **AWAY® Spa**

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Opening hours: Daily, 10:00 AM - 9:00 PM

*Come take the break you deserve at AWAY® Spa. Break away any day from 10am to 9pm at AWAY® Spa on the 13th level of W Kuala Lumpur. Reserve your slot now at +60 3-2786 8888.*

#### **About AWAY® Spa**

AWAY® Spas, exclusively developed for W Hotels, provide jetsetters and in-the-know locals with an escape within an escape, a place where the whirlwind of W winds down to allow a detox from a long, playful night out or a refuel for whatever comes next. The AWAY® Spa experience blends vivid colors, playful scents, imaginative sounds and energizing light with detoxifying potion used during a mood-boosting menu of recharging and reinvigorating treatments. There are currently 11 AWAY® Spas around the world, including W Austin, W Retreat Koh Samui, W Retreat & Spa Vieques Island, W Seoul, W Retreat & Spa – Maldives, W San Diego, W Mexico City, and W Montreal, with three AWAY® Spas planned for upcoming W Hotels in Guangzhou, Singapore, and Bangkok. For more information, visit [www.whotels.com](http://www.whotels.com).

#### **About W Hotels Worldwide**

Born from the bold attitude and 24/7 culture of New York City, W Hotels, part of Marriott International, Inc., has disrupted and redefined the hospitality scene for nearly two decades. Trailblazing its way around the globe, with over 50 hotels, W is defying expectations and breaking the norms of traditional luxury wherever the iconic W sign lands. With a mission to fuel guests' lust for life, W ignites an obsessive desire to soak it in, live it up and hit repeat. The brand's provocative design, iconic Whatever/Whenever service and buzzing Living Rooms create an experience that is often copied but never matched. Innovative, inspiring and infectious, the brand's super-charged energy celebrates guests' endless appetite to discover what's new/next in each destination, to see more, feel more, go longer, stay later. For more information on W Hotels, visit [whotels.com/theangle](http://whotels.com/theangle) or follow us on [Twitter](#), [Instagram](#) and [Facebook](#). W Hotels Worldwide is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit [MarriottBonvoy.marriott.com](http://MarriottBonvoy.marriott.com).

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