

SECRET SPA

—
CORPORATE & EVENTS



Brands we've worked with

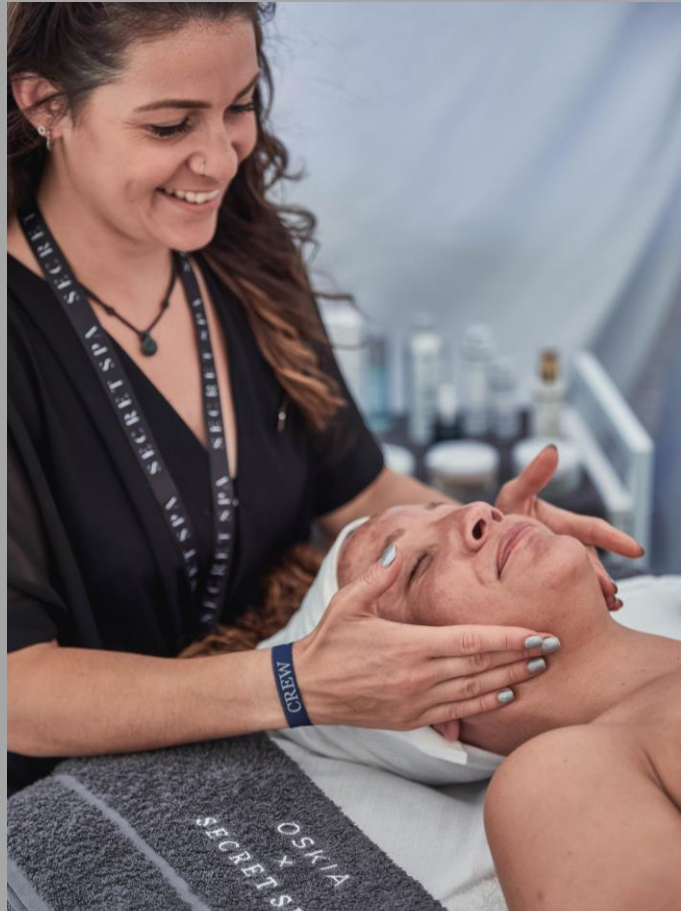


The Secret Spa Offer

- Secret Spa is a luxury mobile beauty service providing a full range of beauty & wellness services
- We have over 350 elite professionals on our books, all of which have passed a rigorous vetting process
- Our network offers hair styling, make-up, nails, massage, facials, men's grooming and more
- Our team is experienced in everything from press days, to photoshoots, to office bookings, to bespoke events and everything in between
- We are experts in beauty
- This is ratified by the fact that we are the official beauty services provider for the L'Oréal portfolio (in the UK & Ireland)
- We are trusted by large corporates, the entertainment industry, celebrities, media and influencers



What We Offer



Pop-ups

Bespoke beauty & wellness treatments at your event to wow your guests



Campaigns

An elite team of professionals available for shoots or working with beauty brands



Workplace Wellness

Support a healthy work/life balance for your people

Pop-ups

- Pop-ups at an Event

- Beauty and wellness treatments at an event are high impact, interactive and engaging
- Surprise and delight your customers or clients with the unexpected
- Drives loyalty with customers, drives word of mouth post event and creates social media collateral at the event
- Previous clients: *SKY, Cartier, Amazon, Hugo Boss, Equinox, Folli Follie, Warner Bros, F45 & more*

- Official Beauty Provider Partnerships

- Secret Spa can co-create and co-ordinate a bespoke beauty offer for a large event that requires a beauty partner
- We provide an elite glam squad and can facilitate beauty brand partnerships and sponsorship through our ongoing relationships with brands
- Previous clients: *National TV Awards (4 years running), Camp Kerala Luxury Spa at Glastonbury & Silverstone, Green Room at Global Radio's Jingle Bell & Summertime Balls, RIXO's fashion week presentations & more*



Campaigns

- Content Creation

- An elite team of 5* make-up artists, hair stylists and beauty professionals available to be booked for photo shoots, video shoots, social media content etc
- Strength in editorial, commercial and video content
- Previous clients: *Rankin, L'Oréal Professional, L'Oréal Paris, Hello! Magazine, Vestiaire Collective, RIXO & more*

- Beauty Brands

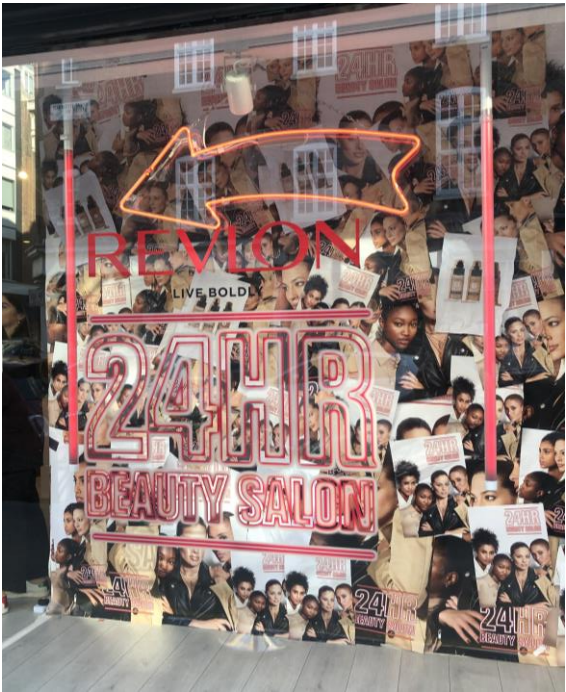
- An elite team of beauty professionals available to work at beauty brand events, activations, product demonstrations, training events or at-home treatments for influencers or VIPs
- We are brand agnostic and work with all the big beauty brands in the UK
- Secret Spa professionals are experts in beauty and can attend training on brands in advance of bookings to act as ambassadors at events
- Previous clients: *Revlon, Coty, L'Oréal Professional, L'Oréal Paris, Decleor Paris, Sienna X, OPI, ORLY, Vita Liberata, Fake Bake, Graftons & more*

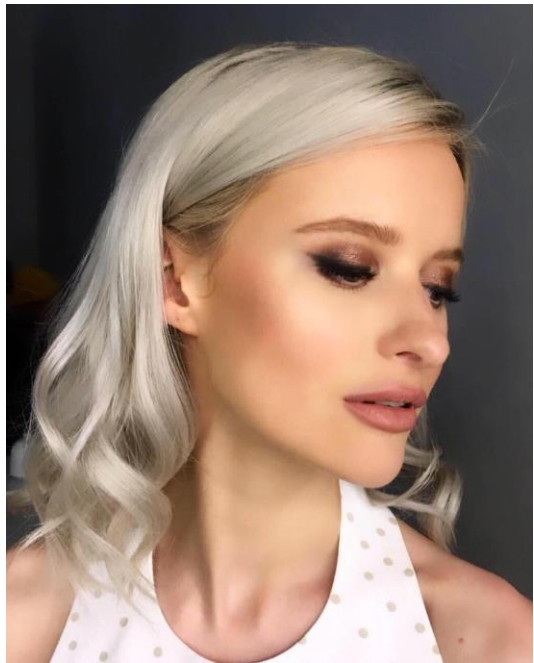


Workplace Wellness

- Pop-up services
 - Support a healthy work-life balance for your people
 - Secret Spa 'pop-up' in your office to provide a regular service eg monthly massages or manicures
 - Drives loyalty and builds company culture
- Bespoke Events
 - Wellness and beauty treatments tailored to your event to wow your guests eg nail bar, glitter make-up station or massage chairs
 - Treatments are high impact, interactive and engaging
 - Surprise and delight people with the unexpected
 - Secret Spa can help with creative thought starters to work within a theme, and can provide managers for the event if required
- Employee Treats
 - Treat your employees to luxury wellness and beauty treatments for special occasions eg a summer gala or Christmas party
 - Secret Spa work with you to create a treatment menu eg hair styling, make-up, manicures, massage, male grooming or facials

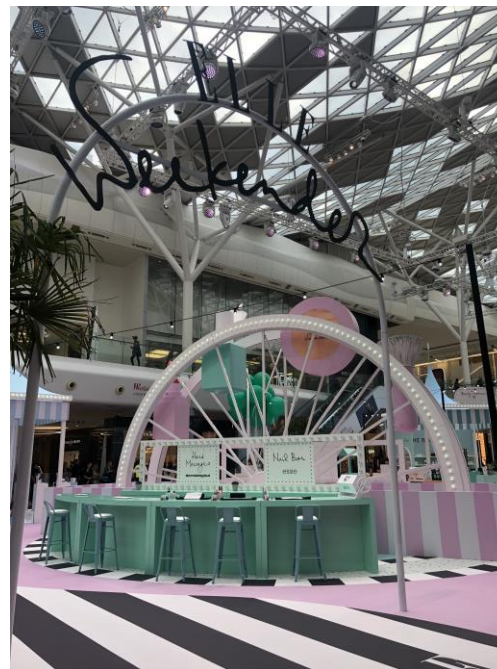












Our Experience



Official Beauty Services Provider for L'ORÉAL

Brief: L'Oréal previously used a large number of vendors and wanted to find one trusted supplier for all beauty services across their 36 brands in the UK & Ireland.

Solution: Secret Spa won the contract at the beginning of 2019. With a network of over 380 elite therapists on our books, who have all been through a rigorous vetting process, we were the preferred and trusted choice.

Result: Secret Spa are now the official beauty services provider for L'Oréal in the UK & Ireland. We provide hair, make-up, nails, skin therapies and male grooming for L'Oréal photo shoots, product demonstrations, product sampling or bespoke events for all of the L'Oréal brands.



Backstage at The O2



Brief: Sky wanted to drive loyalty amongst their customers by enhancing their VIP lounge at the O2 Arena. Secret Spa were asked to provide high impact, interactive and engaging beauty treatments to Sky customers in the VIP lounge.

Solution: Secret Spa work closely with Sky's experiential agency RPM to devise a plan that matches treatments to the target market of each show, for example providing nails and glitter make-up at Ariana Grande and massages at Paul Weller.

Result: On average Secret Spa sends 3-6 professionals to look after Sky VIPs at 12 shows per month. The feedback on the service was so positive that Secret Spa are now the sole supplier of Sky's backstage beauty services. Sky also won 'The Best Loyalty Programme' at a recent awards show.



Home of Black Friday **amazon**

Brief: In 2019, Secret Spa were invited back for the third time by PR agency, The Academy, to enhance Amazon's pop up experience: "Home of Black Friday". A large space near Waterloo was turned into the rooms of a house showcasing all the amazing deals available. Secret Spa were asked to bring the beauty zone to life.

Solution: Secret Spa provided an elite team of 5 professionals during Black Friday Week. In the beauty experience, Secret Spa offered make-up and hair styling using L'Oréal products, as well as skin consultations and manicures using Amazon's own brand products, all of which had promotions in the Black Friday Period.

Result: Media and influencers attended the launch event and engaged with brands who had Black Friday deals. Members of the public attended the rest of the week. The Secret Spa treatments increased the dwell time of the guests attending the event giving Amazon more of a chance to to promote their key messages and drive sales.



24 Hour Pop-up Salon REVLON®

Brief: Revlon wanted to showcase and celebrate their ColorStay foundation in this activation, letting customers touch and feel the products, and find their perfect colour match from the 42 shades.

Solution: Revlon opened London's first 24 hour salon. The events and production company, BE SEEN, booked Secret Spa to provide the therapists for the event, with make-up artists, hair stylists and nail technicians working across three shifts to cover the full 24 hours.

Result: The event was a resounding success with members of the public, influencers and VIPs, including Revlon ambassador and model Adwoa Aboah, receiving complimentary beauty treatments throughout the day and night.

Read more about the event and find a short video [here](#).



Backstage at the



- Brief:** National TV Awards were looking for a beauty partner to look after their hair, make-up and nails backstage, on the red carpet and at in suites at The Intercontinental Hotel. They also wanted to offer hair, make-up, nails, massage, glitter makeup and strip lashes to their 650 VIP guests.
- Solution:** Secret Spa have now been the beauty partner for 4 years running. In 2020, we organised 55 professionals to be on site for the day of the show. We partnered with brands such as e.l.f. Cosmetics, Orly, Eyelash Emporium and Nicky Clarke to provide financial support and products for goodie bags.
- Result:** 650 VIPs were offered treatments and make-up was provided for backstage, the red carpet and the pre-show drinks. Secret Spa was given a box to host celebrity guests including Denise Van Outen, Kimberley Walsh, Zoe Hardman, Binky Felstead, Lydia Bright and others. [Click here to watch our sizzle!](#)
- Testimonial** “I have worked with Secret Spa over the last few years and they have always provided an incredible service. The treatments offered have been to the highest standard and the customer service is second to none”. Robyn-Marie Towle, Event Producer at the NTAs.



Employee Rewards **DISHOOM**

Brief: Every year Dishoom closes all their restaurants for a day to host their Family Mela party for all their staff and their families. In 2019, Dishoom wanted a wellness area to offer massages and manicures.

Solution: Secret Spa worked with Dishoom to create 'The Sanctuary'. Secret Spa provided eight massage therapists and eight manicurists, as well as two event managers to ensure the day ran smoothly. Secret Spa also provided the eight massage chairs required.

Result: The wellness area was hugely popular all afternoon, despite the rain! The massage slots were 10 mins long so over 200 people were able to enjoy a massage and around 120 people came away with a beautiful manicure.



VIP Concierge for *Cartier*

Brief: Cartier requested full beauty services for their global VIP customers visiting London to attend a series of Gala Balls.

Solution: For the duration of one week Secret Spa provided over 20 professionals to travel to hotels in central London to provide treatments including hair, make-up, nails and massages.

Result: Over 50 VIP customers received treatments in hotel suites at The Ritz, The Savoy and Claridge's.



What People Say About Us

“

Sky work with Secret Spa each month to programme a series of beauty treatments within the Sky Backstage at The O2 space, themed by event genre. Our aim is to give Sky customers a pre-show beauty treatment each time that they come into the space and working with Secret Spa has allowed us to do this to a high standard each time. Firstly, their management, flexibility around booking and set up, affords us to be dynamic in our offering, but also their fun and friendly therapists deliver consistently good work, so that our customers leave happy”

sky

“

Secret Spa massages are extremely popular with our staff and all appointment slots are booked within 10 minutes of the online booking going live. Our staff have all commented on how good and beneficial the massages are and return to their desks revived.”

CANDEY

“

I booked Secret Spa for a “pop-up” spa evening in a London hotel; Secret Spa were so flexible in accommodating all our requests and the therapists were very professional, helpful and fun. The evening was a huge success and I would absolutely recommend Secret Spa for their professionalism.”



“

We worked with Secret Spa on several events, where they provided manicurists and massage therapists. The Secret Spa team were an absolute pleasure to deal with and all the beauty therapists they provided were really professional. We had great feedback from all of our guests and will definitely use Secret Spa again for any suitable events we arrange in the future.”

STYLIST
MAGAZINE

How We Work



How We Work

1. Contact us with your requirements
2. If needed, we support with creative thought starters or suggestions on treatments, timings, logistics etc
3. We source elite therapists who have experience working at events, in offices, on shoots and more
4. In advance of the booking we confirm all logistics with you and let you know which Secret Spa professionals will be attending
5. We have £10 million public liability insurance and can provide any relevant risk assessment documentation
6. After the booking, we will contact you for a full wash-up to share feedback and statistics where necessary



Treatments Available

	Nails	Massages	Facials	Glitter Make-Up	Hair	Make-Up
Variations available	Gel manicure, classic manicure, nail art	Bed, chair, hand & arm, Indian head	Classic, express		Full styling, quick styling, braiding, blow dry	Full make-up, touch ups
Set up required	Table, chairs & power supply	Room & massage bed or chairs ²	Reclining chairs or massage bed	Table & chairs or roaming	Table, chairs & power supply	Tables & chairs
Time it takes per person	45 mins (gel) ¹ 20-30 mins (classic)	10-60 mins	15-45 mins	2-5 mins	10-30 mins	10-60 mins
Number of people per hour	2 (gel) 3-4 (classic)	1-6 ³	1-4	12-30	2-6	1-6

¹ Although gel manicures take longer, they are more popular than classic manicures

² The therapists will bring massage beds. If you opt for chair massage, an additional £40 delivery charge would apply. If this was a regular event, we suggest you purchase chairs to keep on site as this is often more cost-effective long term

³ As massage is quite strenuous, therapists will require a 15 mins break during every 2-hour period



Enquiries

For more information contact bookings@secretspa.co.uk