



for immediate *relief*
new york, ny



y'all ready for some southern ho'spa'tality?

introducing bliss spa at the W Atlanta – Midtown

Bliss is setting up spa at the brand new **W Atlanta – Midtown**. The massage and facial mecca brings a fun, 'no-attitude' atmosphere to **Atlanta** with its signature menu of over the top spa services and legendary brownie buffet.

Bliss atlanta - midtown will boast 4,000 square feet of tension-fighting facilities, featuring a retail beauty boutique, two manicure and two pedicure nail stations, six treatment rooms and men's and women's lounges. Trademark **bliss** touches - a cleverly compiled menu of super effective services, rhythm and blues tunes, and legendary brownie buffet - set a fun, upbeat tone to top off the space.

In addition to superior spa-ing and exclusive in-room sampling, W guests can look forward to '**BIP**' perks including exclusive sinkside **bliss** amenities in-room and priority booking. Just imagine, Blissage75-booking concierges, Waxing and wake-up calls, and Triple Oxygen Treatments and turn-down service, all part of the brilliant bliss / W mix.

Flip to page two for a **bliss atlanta - midtown** preview.



Founded in 1996, bliss was spotted by beauty-obsessed buzz-makers and quickly massaged its way to the top. There are currently eight bliss spas worldwide: blisssoho, bliss57 and bliss49 (at the W New York) in Manhattan, blisslondon in the UK, bliss san francisco (at the W San Francisco), bliss chicago (at the W Chicago – Lakeshore), bliss los angeles (at the W Los Angeles – Westwood), and bliss dallas (at the W Dallas – Victory). Bliss retails its bliss bath, body and skincare lines through its bliss catalog, blissworld.com web site and at select sephora, nordstrom, blue mercury and boutique retailers. For more information, visit blissworld.com.

W Hotels is a global lifestyle brand with 21 properties in the most vibrant cities around the world. Inspiring and indulging its guests with thoughtful, refreshing and stylish experiences, signature restaurants, bars and destination spas, W has become the fastest growing luxury hotel brand in the world. Each hotel offers a unique mix of innovative design, comfort, and cultural influences from fashion to music to art and everything in between. W's first residential property, W Dallas-Victory, opened in June of 2006, and soon thereafter was named a Forbes Magazine "Top Business Hotel." W Residences, offering the W lifestyle at home, have been announced for Scottsdale (2008), Midtown Atlanta (2008), Fort Lauderdale (2008), Buckhead (2008), Hoboken (2008), San Juan (2008), Downtown Atlanta (2009), Downtown New York (2009), South Beach (2009), Hollywood (2009), Philadelphia (2009), and Austin (2010). Internationally, W has announced plans for hotels in Istanbul (2008), Doha (2008), Hong Kong (2008), St. Petersburg (2008), Santiago (2008), Athens (2009), Milan (2009), Dubai-Festival City (2009), Shanghai (2009), Barcelona (2009), Macao-Studio City (2010), Guangzhou (2010), Dubai-The Palm (2010), Yokohama (2010) and Bangkok (2011). W's first Retreat & Spa, W Maldives, opened in September of 2006 and in March of 2007, received the prestigious Travel + Leisure Design Award for Best Resort. W has plans to open Retreat & Spa hotels in Vieques (2008), Koh Samui (2008), and Verbier (2010), the latter of which will serve as W's first ski retreat. For more information, visit www.whothels.com.

bliss. anything less would be stress.

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bliss atlanta - midtown

size	4,000 square feet
architect	Milco
shop	retail boutique featuring a carefully chosen selection of beauty and fashion finds
ballroom floor	<p>luxe nail lounge with two manicure and two pedicure nail stations</p> <p>six really relaxing treatment rooms</p> <p>women's locker room and lounge so luxurious, you won't want to leave for your leg wax – digital lockers, grass-tiled steam showers, sauna, sink side soap sampling, fashion and beauty reading selections, crackers and cheese, olives, and brownies</p> <p>men's locker room and high tech men's hideaway – plasma tv, digital lockers, grass-tiled steam showers, sauna, heated shaving cream, sports magazines, crackers and cheese, olives, and brownies</p>
signature bliss	trademark treatment menu of outrageous facials, massages, waxing and nail services
popular picks	triple oxygen treatment, ginger rub, betweeny wax
address	<p>bliss atlanta - midtown at the W Atlanta – Midtown 188 14th Street NE Atlanta, GA 30361</p>
book	404 685 3510
opening	february 2008

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