

## PRESS RELEASE

June 11, 2019

The Okura Tokyo  
An Urban Retreat for Beauty and Wellness  
Introducing “Okura Fitness & Spa ANNAYAKE”

At Hotel Okura Tokyo, the Main Building which has been under reconstruction since autumn 2015, will newly open as The Okura Tokyo on September 12, 2019.

Accordingly, the Okura Health Club that has supported personal fitness needs for over 40 years, will open anew as a base for total wellness. In addition to the fitness facility, there will also be a new spa section presented by the French brand ANNAYAKE making its debut in Japan, offering first-class refreshment and relaxation for both men and women in an urban location.

Name: **Okura Fitness & Spa** ANNAYAKE

Location: The Okura Prestige Tower 27F

### ■ Effortless

On the 27th floor, with direct elevator service from the hotel lobby, there is one reception for both fitness and spa. The ease of access and open atmosphere provide guests smooth entry to both sections, embodying the concept of uncomplicated enjoyment of the unisex spa menus that meet various needs.

### ■ Excellent

At a height with a panoramic view of the city. In this sophisticated and relaxing space with top-class facilities, we deliver unsurpassed support for the health and well-being of the people in the cosmopolitan city, Tokyo.

Facilities: Club Salon, gym, relaxation salon, spa treatment room, swimming pool (25 m x 5 lanes), bathroom, dry sauna, steam sauna

■ Exclusive

The spa section features ANNAYAKE from France, its first and only operation in Japan. ANNAYAKE will offer Okura-original treatment menus that combine traditional know-how from both East and West, and techniques for beauty and therapy. The Urban Course suited for busy people will be available for both men and women, to provide the refreshing and relaxing experience especially required in the city.

The Story of ANNAYAKE



ANNAYAKE was established in 1988 as a unique beauty brand that combines the traditional beauty secrets of the East and West. The brand is managed by the KELEMATA Group\* based in Turin, Italy, which has over 50 years of history in research and manufacturing of cosmetics based on botanical ingredients.

The philosophy of ANNAYAKE is based on the meticulous beauty methods of the Japanese that treat both the body and the mind. ANNAYAKE has always been developed through cooperation between Japan and Europe.

Focusing on the gentleness and harmony found in Japanese beauty, high-quality products including skin care, make-up, and fragrance that incorporate the blessings of nature are sold in 25 countries.

Head Office: ANNAYAKE S.A. 12-14 Rond-Point des Champs Elysées 75008 Paris

The Message of ANNAYAKE

Integrating the modern with the traditional, excellence over all others, and respect for natural beauty. These are the elements that constitute ANNAYAKE.

At Okura Fitness & Spa ANNAYAKE, the base operation in Japan, the latest skin care products will be used, and exclusively designed facial and body treatment menus will be offered. The original methods performed by skilled spa professionals will allow men and women who seek perfect condition, busy professionals, or travelers to Tokyo, to enjoy a precious time of fulfillment for both body and soul.



\* About the KELEMATA Group

The KELEMATA brand was created in 1919 in Turin, Italy, and acquired by Giancarlo Giraudi in 1967. The Group is managed by the Giraudi family, with cosmetics made with herbs and botanical ingredients as the main business. The Group acquired Perlier in 1977, Brillantina Linetti in 1981, Visconti de Modrone in 1983, and the French company Orlan in 1985, and currently operates in Italy and Europe. CEO: Gianluca Giraudi  
<http://www.kelemata.it/>

(As of June 11, 2019)



(Images are for illustrative purpose only)

**■ Inquiries on Okura Fitness & Spa ANNAYAKE**

Public Relations: Matsumoto/Oguri  
Hotel Okura Tokyo Co., Ltd.

2-10-4 Toranomom, Minato-ku, Tokyo 105-0001  
TEL: +81-3-3224-6731 FAX : +81-3-5473-1523  
pr@tokyo.hotelokura.co.jp

**■ Inquiries on the Press Release**

Ichikawa/Suenaga  
Vision A Inc. TEL: +81-3-3402-5574  
mari@vision-a.com/yoko@vision-a.com