



THE SETAI, MIAMI BEACH ANNOUNCES NEW PARTNERSHIP WITH VALMONT

*The luxury resort in South Beach debuts a reimagination Spa
with Swiss skincare brand Valmont*

Miami, Fla. (November 21, 2019) – [The Setai, Miami Beach](#), an award-winning, international leader in hospitality has announced a new partnership, debuting *Valmont for The Spa at the Setai, Miami Beach*. Valmont, the luxury Swiss cellular skincare brand known for using the best of Switzerland’s natural resources and glacial spring water, combined with their patented triple DNA technology is world-renowned as the ultimate in anti-aging. The reimaged spa introduces an updated treatment menu based on Valmont’s sophisticated and prestigious skincare lines.

To honor this partnership, Valmont has created an exclusive treatment for The Setai Miami Beach set to launch in January 2020 that will include a 100-minute full-body service, combining a complete anti-aging treatment leaving the skin nourished, revitalized, firm and glowing. The Spa at the Setai now offers a full menu of head-to-toe luxurious Valmont treatments including the bespoke lifting massage inspired by the Japanese tradition of kobido. The luxurious spa features four private spa suites, all with room for up to two guests, ocean and pool views with poolside serenity pods, a private bath and steam room.

“It is our goal to ensure that our guests are provided with an ample number of experiences that enhance their wellbeing so they are refreshed and energized throughout their stay,” said General Manager Alex S. Furrer. “We are taking The Setai’s wellness to the next level with a brand partner that aligns with our ethos and know Valmont, a well-established luxury skincare brand, is a perfect fit.”

Art is a fundamental pillar of the Valmont Group and plays a role in every initiative of the brand, promoting their motto 'When Art Meets Beauty'. An artist and collector himself, Valmont Owner and Creative Director, Didier Guillon is motivated by a constant dialogue between art and cosmetics. The Valmont Group has three luxury cosmetics brands where sensory and olfactory experiences intermingle and combine along with a virtuous passion for art. Each of these lines: Valmont skincare, l'Elixir des Glaciers skincare and Storie Veneziane fragrances are available for sale in the Valmont for The Spa at the Setai, Miami Beach.

"We are honored to provide Valmont's luxurious treatments and products to the distinguished guests of the Setai with whom we share common values and view our mission as a search for excellence to deliver the utmost service at all levels." said Cedric Roget, CEO of CVL Cosmetics North America.

Located ocean-side in the heart of South Beach, The Setai is an Asian-inspired sanctuary providing a relaxing getaway that visitors cannot get anywhere else in the city – a contradiction to the bustling outside landscape.

Please find renderings/photos of the new look [here](#).

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About The Setai, Miami Beach:

Situated ocean-side in the heart of Miami's most desirable location in South Beach, The Setai, Miami Beach is an award-winning, international leader in hospitality and the hotel of choice for the sophisticated international traveler. The Setai masterfully combines the warmth of Asian hospitality with the best in personalized service, the latest in-room technologies and truly rarified comfort. Housed in a restored 1936 landmark building within the historical Art Deco District, The Setai has been artfully designed, weaving the aesthetics of the Far East into its original Art Deco facade. The Setai features 87 Art Deco rooms, 49 Ocean Suites, including the Penthouse and incomparable amenities including three temperature-controlled sparkling pools, beach front services, exceptional dining experiences led by Executive Chef Vijayudu Veena, The Spa and a Clefs d'Or Chief Concierge. The hotel is privately held; holds membership with The Leading Hotels of the

World, and has consecutively been awarded the coveted Forbes Travel Guide Five Star Award since 2015. For more information, visit thesetaihotel.com. Facebook: /thesetaimiamibeach, Instagram & Twitter: @TheSetaiMiamiBeach.

About Valmont Group:

Created in Switzerland in 1985, Valmont is known for its scientifically advanced skincare products that incorporate cutting-edge Swiss technological research, patented Triple DNA and glacial spring water into their luxurious products. For over 30 years, the Valmont Group has been helping women and men master the visible signs of aging. Heir to traditional Swiss medicine, the company draws from their unparalleled natural resources in Switzerland and the latest cellular cosmetic research to formulate visible and long-lasting anti-aging skincare products. The Valmont Group has four brand pillars that include: Valmont skincare, l'Elixir des Glaciers skincare. Storie Veneziane fragrances and Fondation Valmont. For more information: lamaisonvalmont.com