



## Spring Issue

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# Lotte New York Palace's Annual Mother's Day Beauty Event

Lotte New York Palace's annual Mother's Day Beauty Event, in partnership with Saks Fifth Avenue, was indeed a decadent and special day for Moms to celebrate their weekend. On May 11, the Villard Ballroom was transformed to house leading beauty brands with pop-up shops and beauty bars, providing plentiful gifts for all mothers and guests in attendance.

Notable brands included: Acqua di Parma, Clive Christian, Alexander McQueen, Bottega Veneta, Chloe, Lancome, Estee Lauder, Nest Fragrances and Nars. Moms received hands-on demos and advice on skin care and fragrance, in addition to makeup tips with complete looks from experts that ranged from glamour to natural applications. Further, attendees learned about the latest beauty offerings and most valuable promotions and sales from these powerhouse companies, all found on Saks' newly designed and expanded beauty department on the second floor — a true mecca for beauty-product enthusiasts! This year's theme was "Roses," and in celebration, guests received a rose-themed gift with each purchase.

Throughout the event, live entertainment was provided by New York City-based jazz duo, Acute Inflections, and hand and chair massages were available in the Reid Salon. This is definitely a beauty event not to be missed. Moms, make this part of your plans next year.

Lotte New York Palace is a luxury hotel in midtown Manhattan at the corner of 50th Street and Madison Avenue (455 Madison Avenue).

The hotel's property includes the historic landmark Villard Houses (designed in the Italian Neo-Renaissance style after the Palazzo della Cancelleria in Rome, Italy) and an adjacent modern 55-story skyscraper, which had been proposed by the late developer Harry Helmsley.

In popular culture, the hotel has been featured in Mr. Robot, CW's Gossip Girl, and has hosted numerous events such as Tony Award parties, Rockefeller tree lightings with Miss America, New York Fashion Week, and more.