

Beat: Business

The Red Door by Elizabeth Arden Launches New Brand Campaign

Omni-Channel Beauty and Wellness Service

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USPA NEWS - The Red Door by Elizabeth Arden announced on July 14, its new brand campaign. Formally known as Elizabeth Arden Red Door Spa, the debut of a new contemporary name and logo marks the introduction of new products, services, and experiences, as well as an omni-channel business expansion...

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Outside of its spa locations, The Red Door by Elizabeth Arden announced the launch of The Red Door At Work, which integrates its Manicube brand, acquired in late-2015, into the brand's new omni-channel division.

The Red Door At Work offers working professionals the quick convenience of beauty and wellness services (nails, hair styling, and massage) in corporate offices and is currently available in New York City, Chicago, Boston, and launching soon in Washington, D.C.

In addition, The Red Door launches 'Events by The Red Door.' Initially available in the New York, Boston, and Chicago markets, Events by The Red Door will create unique and memorable social experiences for small group parties of six or more and for large scale corporate events, such as employee appreciation occasions, client entertaining, and product launches.

The Red Door by Elizabeth Arden is also rolling out The Red Door Academy, an advanced training and education program for operations management and the brand's service providers in facial services, hair removal, massage therapy, nail care, and hair styling and coloring.

These substantial introductions are the first in a line of upcoming launches, which will include new programs, products, and services in the brand's facial line up, its growing hair salon business, and in hair removal services.

Additionally, The Red Door by Elizabeth Arden is developing mobile technology enhancements which, in early 2017, will enable consumers to seamlessly book services at The Red Door Salon & Spa, The Red Door At Work, or small group events while serving as a platform for additional cross-channel benefits like loyalty programs and gift cards.

Source : The Red Door by Elizabeth Arden

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