



## PRESS RELEASE

**President Hotel**  
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### **Makeovers** **President Hotel – Velázquez hall** **21 of June 2006**

On Wednesday, 21 of June, 2006, the President Hotel held an interesting event focused on image makeovers. During the evening the invited guests could follow the step-by-step makeovers and admire the work of professional hairdressers and beauticians who created new haircuts and make up to three volunteers.

The authors of the three image makeovers were Hair Studio Vlasta and Studio Real, both members of the international association HCF (Haute Coiffure Francaise), whose president is Ms. Eva Kameníková from Studio Real and art director Ms. Vlasta Korbellová from Hair Studio Vlasta. Her team showed not only haircut, hair dyeing and styling with luxury cosmetics Kérastase of L'Oreal Professionnel, but also such a complex procedure as hair straightening. The beautician of Studio Real made new make up using French cosmetics Clarins. The complete makeovers finished in fashion accessories - silver jewellery Triliony provided by the company Diana Group a.s.

After the makeovers were completed, the guests themselves had opportunity to try some of the procedures offered by Hair Studio Vlasta and Studio Real – they could have their hair cut, experience the analysis of hair epidermis with microscopic camera and special software, or discuss summer trends in make up and try Clarins cosmetics. The participating companies also provided awards for the winners of a traditional lucky draw.

Prague 28 of June, 2006

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#### Attachments:

**Photo 1** – Vlasta Korbellová, the owner of Hair Studio Vlasta and art director of the international association Haute Coiffure Francaise, with the models.

**Photo 2** – Hair Studio Vlasta – analysis of hair epidermis with microscopic camera and special software.

**Photo 3** – Lenka Hanáková, Sales & Marketing Director President Hotel, awarding one of the winners.

#### Contact:

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- The base stone of President Hotel was set in 1928 by decision of the Czech Association of Engineers and Architects (SIA) to build up a representative seat of their organisation. In 1978, the attractive place next to SIA building was chosen for the imposing project of a hotel. Immediately after it was finished, the hotel, in that time called Budovatel, was joined with the original SIA building. In 1984, the building was rebuilt in the so-called monolithic style. In 2002, during the destructive floods President Hotel was heavily affected and had to be closed. The refurbishment started on 1st of August, 2003 and was completed on 6th of August, 2004.
- Since 1992, President Hotel – Casino Praha is being owned by Spanish company Comar which runs a chain of prestigious casinos all over the world.