

Media Contact
Bill Fallon
bfallon@keatingco.com
212 925 6900

Marilyn Monroe Spas Franchise Program Expands With Offerings Targeting Existing Independent Spa, and Spa and Salon Operators

“Becoming Marilyn” conversions provide an easy path to upgrade and refresh existing spas with an exciting new look, proprietary signature treatments, and high-quality, exclusive beauty products all supported by an iconic brand

Orlando, FL – (November 3, 2016) – Marilyn Monroe™ Spas, the company bringing a fresh new approach to salon and spa franchising under the iconic Marilyn Monroe brand, today announced an expansion of its franchising program offerings. *Becoming Marilyn* conversions provides existing spa, and spa and salon operators with an easy path to upgrade and refresh their local businesses with an exciting new look, proprietary signature treatments, and high-quality, exclusive beauty products all supported by an iconic, global brand. Potential benefits of converting to a Marilyn Monroe™ spa include an increase in traffic, particularly with new customers, more comprehensive and luxurious offerings that can command higher prices, and an overall increase in sales.

Marilyn Monroe Spas is actively franchising its large and small format community, day-spa concepts while it continues to grow its company-owned luxury spa footprint in hotels and resorts. The company’s resort spas create awareness for franchised community locations which in turn, helps to elevate the day spa experience.

“Since our initial locations launched in 2014 we have developed a thorough understanding of what customers in the day-spa market are looking for to fill the gap between destination resort-spa experiences and typical day-spa experiences available in their local communities. Guest feedback reaffirms that we have elevated the day-spa concept by offering more resort-like experiences in terms of both exceptional services and environments,” said Jim Lewis, CEO of Marilyn Monroe Spas. “We see a tremendous opportunity to combine the substantial spa, salon, and hospitality-industry experience of our team with that of existing spa operators to bring their businesses to a new level of success, and look forward to becoming the partner of independent spa owners nationwide.”

Marilyn Monroe Spas’ will work closely with existing operators to refresh and upgrade their spas into one of Marilyn Monroe Spas’ current concepts: large format spas offering a full range of spa, salon and nail services, encompassing 2200-4000 square feet and smaller format spas offering a more compact yet compelling spa menu, covering 1200-1600 square feet. The Lavande Spa in Lafayette, California is the first *Becoming Marilyn* conversion. A large format spa, its existing menu of services including massage, facial and waxing services will expand as a Marilyn Monroe™ Spa

to include a full menu of hair services. The facility itself is being retrofitted to offer customers the fresh modern look and feel that Marilyn Monroe™ Spas are recognized for. Customers will be able to experience this newest Marilyn Monroe™ Spa, its thirteenth overall and third in California in mid-November.

“We believe a key to our ongoing business growth is staying on the leading edge of what is fresh and exciting in the spa and salon industry, and that’s what we get by converting to a Marilyn Monroe™ Spa,” said spa owners Ann and Michael Crahan. “We can now offer our existing customers a broader array of treatments and services, an exclusive line of differentiated beauty products and an upgraded environment, while attracting new customers with all of those things plus a nationally recognized brand.”

Created and led by hospitality industry veterans and former Walt Disney executives, [Marilyn Monroe™ Spas](#), is now emerging as one of the most exciting franchise opportunities in the salon and spa industry. With roots in resort spas it has completely reinvented the day-spa experience by providing modern, beautiful, clean environments and distinctive services. The iconic Marilyn Monroe™ brand stands out in a highly fragmented salon and spa industry and the franchise sector generally, delivering immediate franchisee value. Marilyn Monroe Spas was granted the exclusive global rights to operate in the spa, salon, nail and health and wellness categories using the Marilyn Monroe™ name by Authentic Brands Group, a leading brand development company and owner of the Estate of Marilyn Monroe.

“Having the ability to tap into Marilyn’s Monroe’s legacy as a beauty icon creates unique value for spa and salon owners operating under the Marilyn Monroe Spas brand.” said Katie Jones, Vice President of Celebrity and Entertainment, Authentic Brands Group. “Marilyn Monroe Spas has captured the true essence of one of the world’s most glamorous women, setting it apart in the salon and spa category.”

About Marilyn Monroe™ Spas

Marilyn Monroe™ Spas is a national company that transforms traditional spa and salon concepts under the iconic Marilyn Monroe brand. The brand provides superior standards of service, cleanliness, organic and vegan products, customer environment and service to its ever-growing clientele. Marilyn Monroe™ Spas consistently fulfills its clients’ desire to get polished and stay polished. Marilyn Monroe™ Spas currently operates locations throughout Florida, New York, California and Hawaii. For more information, please visit www.marilynmonroespas.com. For franchising information please visit www.marilynmonroespasfranchise.com.

About Authentic Brands Group

Authentic Brands Group is a brand development company, which seeks to build long-term value through the ownership of intellectual property associated with prominent entertainment, fashion and sports brands. Headquartered in New York City, ABG enhances brand equity through partnering with best-in-class licensees and retailers. ABG’s global portfolio of world-renowned brands includes Marilyn Monroe®, Mini Marilyn®, Elvis Presley®, Muhammad Ali®, Shaquille O’Neal®, Dr. J®, Thalia®,

Michael Jackson® *managed brand*, Juicy Couture®, Aéropostale®, Jones New York®, Judith Leiber®, Frederick's of Hollywood®, Adrienne Vittadini®, Taryn Rose®, Misook®, Hickey Freeman®, Hart Schaffner Marx®, Bobby Jones®, Spyder®, Tretorn®, Tapout®, Prince®, Airwalk®, Vision Street Wear®, and Hind®. www.abg-nyc.com

###