

FOR IMMEDIATE RELEASE:

Moda Hotel kits out guest rooms with Vancouver-based skoah products

Vancouver, December 10, 2008 – Moda Hotel, Vancouver’s newest boutique hotel serves up skoah amenities in each of its 57 guest rooms. Moda will be the first hotel to offer skoah products to its guests. Located in the arts and entertainment district, the Moda is a unique property with rooms that feature a sleek, tailored look with the comforts of luxurious beds, linens and furnishings as well as incorporating the latest technology. Built in 1908, the heritage building blends the best of old world style with modern, contemporary interior design. Steps away from the Yaletown district of Vancouver (where skoah’s flagship store is located), Moda Hotel puts guests at the precipice of everything Vancouver has to offer.

Skoah is a Vancouver-based skin care product company and facial’s only spa. With 2 locations in Vancouver, 1 in Calgary and an online store, their high performance skin care products will leave Moda guests suitably pampered with results-driven products. Skoah’s flagship at 1011 Hamilton Street (about 3 blocks from the Moda) is in the heart of Yaletown, a former industrial district that is now home to the city’s best boutiques, restaurants and galleries. In a similar vein to the Moda, skoah is also housed in a heritage building that was formerly a pool hall, and prior to that a GM car dealership. With exposed ceilings that harken back to its industrial roots, the space achieves a warm, minimalist design.

“Offering our guests top-quality products and a unique story is at the heart of every touchpoint at the Moda,” says Laura Rizzo, VP Marketing. “We anticipate our guests will take their bathroom products home with them which is great. The ability to provide items guests truly want is something many hotels overlook.” Each room will include skoah’s body cleanser and lotion, newly launched shampoo and conditioner and ‘goat’s skoap’ (super soothing soap).

“Including skoah products in the guest rooms for Moda guests is a great partnership for both skoah and the Moda,” says skoah President Chris Scott. “It is such an interesting property and their attention to detail and guest experience is as critical to them as it is to us. Using a local product is important and something we are proud to showcase.”

Look for skoah products at the Moda hotel now. Skoah travel kits are also available for guests to purchase in addition to their in room amenities. For more details about Moda Hotel and skoah visit www.modahotel.ca and www.skoah.com.

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