



THE STAR

Media Release

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The Darling becomes the first hotel in the world to stock Balmain Paris Hair Couture Hotel Collection

The Darling has set another benchmark in luxury as the first hotel in the world to have Balmain Paris Hair Couture Hotel Collection amenities stocked in its rooms.

Guests checking in to Sydney's only Forbes five-star rated hotel and the Gold Coast's newest luxury-suite hotel - The Darling - will be the first to enjoy the renowned range from the French luxury brand in their rooms from next week.

The high-profile partnership combines uncompromising luxury with first-class travel to exceed guest's expectations and introduce a new level of sophistication to hotel guest amenities.

Products in the range include Shampoo, Conditioner, Body Wash, Body Lotion, Perfumed Soap, Hand Cream, Lip Balm, and Bath Salts and are packed with exclusive ingredients including Balmain Paris Hair Couture's signature Argan Elixir and silk proteins.

Chief Marketing Officer George Hughes said The Star Entertainment Group was delighted The Darling hotels were chosen to internationally debut the exclusive Balmain amenities, with the world-first collaboration taking luxury at The Star to new heights.

"We are consistently working towards creative and unique ways to elevate our guest's experience across The Star properties and this collaboration really is at the forefront of innovation," said Mr Hughes.

"This partnership with Balmain Paris is a prime example of two iconic brands collaborating together to redefine luxury for guests of The Darling.

"Every detail of The Darling experience – both in Sydney and on the Gold Coast – offers an unprecedented level of luxury and hotel guest amenities are a key element of that elevated experience.

"We are thrilled to be the first hotel in the world to offer the Balmain Paris Hair Couture Hotel Collection."



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Stemming from the Balmain Paris fashion label, Balmain Hair has over 40 years of heritage in combining hair essentials with the latest catwalk trends.

Link to images:

<https://echoent.sharefile.com/d-sb2304761d084e99a>

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About The Darling, The Star Sydney:

The Darling at The Star is the only hotel in Sydney to have earned a Forbes Five-Star rating – the most coveted award in global luxury travel and a title which it has retained for three consecutive years. An integral part of the \$870 million redevelopment and extension of The Star and located on the edge of Sydney Harbour, The Darling is the first new build five-star hotel to open in Sydney's CBD, since the 2000 Olympic Games. Two-part in its design, it has a distinctive inverted glass tower resting on a sandstone podium and features 171 stylish and spacious rooms and suites, an infinity pool and a luxury 16 room spa.

About The Darling, The Star Gold Coast:

Located at the front of the iconic Broadbeach Island property and comprised exclusively of luxury hotel suites, The Darling at The Star Gold Coast promises to enhance the region's reputation as a compelling destination for local and international tourists. The lavish new 17-storey hotel features 56 spacious suites ranging from 70 to 328 square metres in size. From premium resort facilities and world-class gaming amenities to its breathtaking rooftop restaurant and bar, Nineteen at The Star, The Darling offers innovation, superior luxury and service to cater for the individual needs of leisure and business travellers.

For more information:

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