

**WHERE BEAUTY MEETS FASHION: ANUSHKA SPA OF THE PALM BEACHES
JOINS FORCES WITH THE LUXURY OF MAGASCHONI**

November 17, 2010, Palm Beach, Florida: The boutique experience is back in South Florida with the launch of a Magaschoni shop at Anushka Spa, Salon and Cosmedical Centre at CityPlace. According to Monica Forman, President Magaschoni Apparel Group (www.magaschoni.com), "I have been a huge fan of Anushka since they were in New York, and just recently rediscovered them profiled in the pages of *American Spa* (November 2010). Anushka has a legendary reputation for excellence and a loyal client base that is the perfect synergy of beauty and fashion to compliment Magaschoni. With this partnership, I envision our sophisticated and international customers to be able to enjoy an unparalleled one stop shopping experience for all their needs. The 12,000 square feet beauty emporium was the perfect location for us to expand."

To launch this exciting new partnership, the Magaschoni Resort Collection will be featured at Anushka which also makes the perfect holiday attire for the party season. Anushka, owner of Anushka Spa, Salon & Cosmedical Centre (www.anushkaspa.com) says, "Our discriminating clients want personalized service and an edited selection of innovative beauty products, signature wardrobe investments and timeless accessories. They are looking for special items that no one else has. The Magaschoni and Anushka brands share a philosophy of flawless attention to detail, luxury and pampering, and innovation. Our clients can now treat themselves to a relaxing massage, pick up a unique gift for a friend and a stunning dress for a dinner party under one roof."

ABOUT ANUSHKA SPA: Established in 1970, from Worth Ave to Park Ave, Anushka Spa, Salon & Cosmedical Centre offers the newest therapies for beautiful hair, skin, makeup, nails plus state-of-the-art injectables, peels & lasers, her world renowned Cellulite Clinic as well as a robust selection of accessories, gift items, and jewelry.

ABOUT MAGASCHONI: Established in 1989 and headquartered in New York City, Magaschoni has evolved over the years to meet the ever-changing needs of the modern self-confident woman who craves functionality in a stylish and luxurious wardrobe. Sold exclusively at prestige retailers and specialty stores worldwide, Magaschoni is a favorite lifestyle brand among celebrities and fashion editors.