



FOR IMMEDIATE RELEASE:

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**THE 4th ANNUAL LIFESTYLE RETREAT LOUNGE IS BACK FOR A REPEAT
SUCCESS DURING MIAMI SWIM WEEK 2013**

Appearances by SI Supermodels Nina Agdal & Julie Henderson & Actress Perrey Reeves

July 20 – 21, 2013

12pm-5pm - Daily

July 17, 2013 (Miami Beach, FL) — **LRL** makes its return for its fourth consecutive year with *The Daily Front Row Swim* as their media partner! The Lounge will provide Swim Week attendees with the opportunity to take a break from the heat with complimentary bites and beverages, relaxing massages and mini yoga sessions, photo booth offerings, manicure and dry styles for hair, live ping pong matches and other complimentary services. The Lounge will take place on Saturday and Sunday, July 20 & 21 at the James Royal Palm Hotel inside their luxurious air-conditioned Ballroom.

The ultra-exclusive invitation only **LRL** gives media, models, industry taste makers, swimsuit designers and VIPs the opportunity to retreat from the heat and lounge in our indoor oasis while enjoying the latest hits played by DJs Stacie Todd, Patrick Pizzorni and Marcos Noel.

LRL will feature a variety of sponsor-driven guest activations, including the Spring/Summer 2014 collection of the outspoken clothing brand Long Hair Don't Care. While stopping by the LHDC activation for t-shirts giveaways be sure to strike a pose at the Capture POD station. Pictures can instantly be printed on site as well as be processed through Capture POD's Social Media Blitz and streamed to all social media viral outlets.

Safar Salon stylists will be on site with a unique style & braid bar to give guests beach ready hair and refreshing summer looks. The glitz and glam doesn't end with just hair though! LVX will be providing mini manicures in the latest summer colors and trends.

Guests of LRL can quell their thirst by sipping on delicious, chic cocktails provided by Fifty Pounds Gin, Whispering Angel & Vida Tequila. For those looking for virgin summer cocktails, Onli Beverages, Monster Energy and Smoothie King will be on deck indulging guests with ice-cold smoothies to fight the scorching heat.

Need a little break from the action? We've got you covered. Relax and enjoy a fun game of Ping-Pong courtesy of Monster Energy Drink or enjoy relaxing massage treatments by Equinox Miami Beach. Equinox will also be showcasing their yoga secrets with special presentations throughout each day.

Splash into summer to preview the looks from Rica Swimwear, Well Kept, Katie Gallagher & Enjoue statement pieces that will be sure to turn heads at our live designer presentations on Saturday, July 20 from 3pm-430pm.

We can't forget to accessorize! Ibiza Passion Jewelry, based in Miami, Spain and Rome will be showcasing their summer styles which incorporate the latest elements of special energy, hippy, and chic European fashion at an affordable price.

Florida Cookery, Located inside the James Royal Palm Hotel, will be on site serving guests complimentary menu favorites from 1-3PM daily.

LRL's kickoff party will be held at Miami hottest boutique nightclub SL Miami on Friday, July 19. Enjoy complimentary cocktails by Vida Tequila and sounds by Stacie Todd & Trace 11PM-12AM.

About the Lifestyle Retreat Lounge (www.miamiswimweek.com)

The Lifestyle Retreat Lounge, better known as LRL, is returning for its fourth consecutive year to Miami Swim Week. The ultra-exclusive invitation only Retreat will provide Swim Week attendees with the opportunity to take a break from the heat with complimentary bites and beverages, relaxing massages and mini yoga sessions, photo booth offerings, manicure and dry styles for hair, live ping pong matches and other complimentary services.

Sponsors of the event include Monster Energy, Rica Swimwear, Long Hair Don't Care, LVX, Whispering Angel, Fifty Pounds Gin, Onli Beverages, Vida Tequila, Safar Salon, Ibiza Passion, Smoothie King, Well Kept, Katie Gallagher, Enjoue, Equinox & Florida Cookery.

About Equinox (www.Equinox.com)

Equinox operates 62 upscale, full-service clubs in New York, Chicago, Los Angeles, San

Francisco, Miami, Boston, Dallas and Washington, DC, as well as new international locations in London and Toronto. The company offers an integrated selection of Equinox-branded programs, services and products, including strength and cardio training, group fitness classes, personal training, spa services and products, apparel and food/juice bars. Since its inception in 1991, Equinox has developed a lifestyle brand that represents service, value, quality, expertise, innovation, attention to detail, market leadership and results.

For more information, visit www.equinox.com.

About Safar Salon (www.safarmiami.com)

With over 35 years in the beauty industry and many successful salons later, among them Safar coiffure and acote salon in Boston, we have now expanded to sexy South Beach. Our European style beauty salon offers the best in hair, nails, and waxing services. Our Clientele will be transported to the South of France with its Philip stark design, outdoor terrace, Italian marble and solid walnut wood décor.

About Fifty Pounds London Dry Gin (www.fiftypoundsgin.co.uk)

FIFTY POUNDS LONDON DRY GIN is such an elegant and sophisticated spirit that it's easy to believe it costs fifty pounds Sterling. Fortunately it doesn't. In actuality, the brand name dates back to the early 18th century and the reign of King George II. Illegal gin production was so rampant that it was adversely affecting public health. In response, the British Parliament enacted the Gin Act of 1736, which levied a tax of fifty pounds on all producers of gin. It was shortly after its enactment that a family of independent London distillers came up with the original recipe for this gin. The recipe was lost for generations, until the descendants of those pioneering master distillers rescued it from oblivion and re-discovered its extraordinary qualities.

Fifty Pounds London Dry Gin crafted by centuries old Thames Distillers in southeast London. The small batch spirit is made on a foundation of neutral grain spirits distilled four times to ensure its purity. The firm utilizes a still manufactured by the legendary John Dore & Co Limited. The spirits are then steeped for a minimum of 2 days with eleven botanicals and aromatics, 8 of which provide the backbone to scores of venerable brands. That roster includes juniper berries from Croatia, angelica root, coriander from the Middle East, Italian licorice root, Grains of Paradise from African, lemons and oranges from Spain and French herb savoury. The other three botanicals used in its production are a proprietary secret. After distillation, the spirit is allowed to rest for 3 weeks to allow the flavor of the botanicals to fully integrate. The gin is bottled at 43.5% alcohol by volume (87 proof).

Fifty Pounds Gin is a classic in the making. The crystal clear spirit has a light, oily textured body and a generous bouquet of citrus, mint, lavender and juniper pine. Its aromatic mix of herbs, spices, fruits and flowers are balanced with surgical precision. The palate is delectably dry with juniper in the lead followed by spice, pepper, anise and fresh herbs. Its finish is long and thoroughly sublime.

Skillfully crafted Fifty Pounds is best appreciated served with a slight chill by itself or with a measure of fine French vermouth. That said, it is a natural paired with a crisp premium tonic and an ample wedge of lime. Everything about this gin is a bona fide pleasure.

About Monster Energy (www.monsterenergy.com)

Based in Corona, California, Monster Energy Company is the leading marketer and distributor of energy drinks and alternative beverages. Refusing to acknowledge the traditional, Monster Energy Company supports the scene and sport. Whether motocross, off-road, NASCAR, BMX, surf, snowboard, ski, skateboard, or the rock and roll lifestyle, Monster is a brand that believes in authenticity and the core of what its sports, athletes and musicians represent. More than a drink, it's the way of life lived by athletes, sports, bands, believers and fans. See more about Monster Energy Company including all of its drinks at [Facebook.com/MonsterEnergy](https://www.facebook.com/MonsterEnergy).

About LVX (www.shoplvx.com)

LVX: Latin; Light the essence of all color.

LVX recognizes the importance of beauty within Fashion. LVX is a deeply devoted fashion brand providing an in-depth understanding of emerging runway trends and high fashion. Our unique color collections are meticulously selected to be *the* top colors of the season, and will be the perfect complement to your wardrobe. LVX is committed to creating palettes that exceed seasonal trends while maintaining a timeless essence.

Our long lasting, chip resistant and non-streak formula is free of toxic and harsh chemicals. LVX products are formulated without the use of Formaldehyde, Formaldehyde Resin, DBP, Toluene, and Camphor. We are devoted to providing you with top quality, socially responsible, and vegan-friendly, luxury products without compromising quality, durability and finish. LVX nail lacquer is cruelty free. All products are produced in the U.S.A.

About Long Hair Don't Care (www.lhdc.com)

Launched in 2010, Long Hair Dont Care (LHDC) is a movement highlighting the importance of caring for one another, being authentic, and being optimistic. Inspired by a friend battling cancer, founder Kasey Murdock grew out his own hair to donate to Locks of Love, and was shocked by the judgment he received from others for having long hair. LHDC encourages its thousands of fans around the world to fight negativity by focusing on the quality of their soul and spreading love. Joined by brother Kenny, the Murdocks are evolving the brand with new products and designs.

About Smoothie King (www.smoothieking.com)

Once upon a time, there was no Smoothie...

It was the late 1960's. Trying to remedy his allergies and low blood sugar, Steve Kuhnau began experimenting with mixing real fruit, nutrients and proteins in a blender at home. A little of this, a little [http://www.smoothieking.com/images/about-story.jpg] Steve Kuhnau's Smoothie King store in the '80s of that, and soon enough, his concoctions began to have a huge impact on his health. And that's how he came to create the original nutritional smoothie. In 1973 Steve opened a health food store, selling vitamins along with his healthful drinks, and Smoothie King was born.

That was just the beginning. Since then Smoothie King has grown to include over 600 locations operating in the continental US, the Republic of Korea, Singapore and the Caymans. What makes it so successful? A genuine commitment to helping people live healthier lives through nutrition. It's been more than 30 years since Steve, our founder, invented the nutritious and delicious drink now known as a Smoothie. In that time, Smoothie King has expanded its reign to include a wide selection of healthy snacks and high quality nutritional products. They're not just good. They're good for you.

About James Royal Palm (www.jameshotels.com/miami/.com)

The James Royal Palm is The James brand's third location and first hotel in Florida. Joining sister properties in Chicago and New York City, The James Royal Palm is an ideally-situated, oceanfront beach retreat with interiors designed by Lauren Rottet of Rottet Studio. The hotel is a modern tribute to the Royal Palm Hotel's rich history, keeping intact many signature elements of the original architect's design. In continuation of the brand's support for the arts, The James Royal Palm features a carefully-curated art collection, "An Ocean Apart," as well as a local, cultural collection of artistic partners. The James Royal Palm features signature restaurant, Florida Cookery, led by local Miami chef Kris Wessel, and CATCH, a globally influenced seafood dining destination, in addition to two swimming pools, a plunge pool, poolside bar, lobby lounge, coffee bar, renew the spa with salt-infused treatments, Lil' James Offerings for children, Give: The Shop and more than 10,000 square feet of flexible indoor and outdoor meeting and event space. For more information, visit <http://www.jameshotels.com/Miami.aspx>.

About Florida Cookery (www.florida-cookery.com)

Florida Cookery, located at The James Royal Palm at 1545 Collins Ave., combines the bright, diverse flavors of true Florida-style cooking with a genuine farm-to-table concept. The restaurant offers an innovative menu featuring the freshest seafood and regional fare, with dishes including Veal Vaca Frita, Frog Legs Bathed in Lime Leaves, Empanadas stuffed with oxtail, oyster & alligator, South American Cowboy Steak, and Mango Pie. Pair this with Cookery's array of craft beers, rums and specialty cocktails, and you've got the ultimate al fresco Florida dining experience. The restaurant is open Monday through Thursday from 8 a.m. to 11 p.m., and Friday through Sunday from 8 a.m. to midnight. For more information, call 786.276.0333, or visit www.florida-cookery.com.

About Ibiza Passion (www.ibizapassion.net)

Based in Miami, Spain and Rome and with resellers and retailers all over the globe, Ibiza Passion is a leader in the fashion accessories world. Ibiza Passion specializes in designing unique bijouterie incorporating the latest elements of special energy, hippy, and chic European fashion at an affordable price worldwide. For more information, visit www.ibizapassion.net.

About Onli Beverages (www.onlibeverages.com)

onli™ Beverages is a chef inspired, all natural sparkling water beverage. **onli™**'s goal is to redefine the experience of refreshment with drink inspired by the culinary visionaries of our time. Each beverage balances a full spectrum of complimentary flavors stimulating the senses while enlivening the spirit. By pioneering complex combinations of savory notes that dance upon the palate while also unlocking nature's benefits we stand to live up to our motto, an experience that is literally, and on so many levels, designed for "Elevating Taste."

About VIDA TEQUILA

Founded in 2007, VIDA TEQUILA is an award-winning highlands tequila brand with three distinct styles. The Salt Lake City-based company, which is family-owned by entrepreneurs John and Lisa Barlow, currently distributes in numerous U.S. markets and internationally in Hungary.

VIDA Tequila distinguishes itself from other tequila brands by offering their website in both English and Spanish. For more information on VIDA TEQUILA, visit www.vidatequila.com or the brand's [Facebook page](#).

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