



Reinvention of Innovative Urban Sanctuary Drives Continued Evolution of Brand

As Chicago's Ruby Room continues to add to its retail and service offerings, ownership fashions a new identity for the company in order to nurture growth and develop a more powerful brand.

Chicago, Illinois, August 25, 2009 – What would you do once your unique company has established themselves in a large metropolitan market and strongly identified with its patrons? Well, if you are Kate Leydon, owner and president of Ruby Room, you completely rebrand your company.

Opened in 2002 as the first spiritual spa in North America, Ruby Room embraced their groundbreaking image and dubbed themselves just that—a 'Spa for the Spirit'. In its beginnings, this second floor hideaway was a retreat where you could indulge in services such as Soul Regression Therapy and Dream Therapy. But with age comes maturation, and as the service and retail options grew, Leydon felt it was time to give her brainchild a new image.

"After three years of doing solely spiritual services, it was time to expand the brand," says Leydon. "The scope of services expanded greatly and 'Spa for the Spirit' no longer represented Ruby Room."

The company unveiled its new trademark as 'the Style of Wellness' earlier this year and has embraced its new identity with ease. The addition of exclusive retail items, luxurious overnight rooms and integration of more mainstream spa and salon services (not to mention the literal expansion into a 13,000 square foot space overtaking two buildings) has allowed Ruby Room to slowly evolve toward this stage for years.

"We love beautiful things as much as we love healing and wellness," says Leydon. One glance around Ruby Room's Beauty Bar encapsulates this attitude perfectly. From tried-and-true brands such as AVEDA and Bumble and bumble, to the exclusive Arcona skin care and Senna Cosmetic lines, to the luxury of Philip Stein watches, it is apparent that Ruby Room strives for retail greatness.

"We have always seen Ruby Room as a global brand," Leydon continues. "Our focus right now is to continue to grow our private label products and our flagship store. We want to create products to help people live their own style of wellness on a day to day basis, keeping them intentional on their path."

For more information about Ruby Room, the Style of Wellness, contact Kate Leydon or visit www.rubyroom.com

About Kate Leydon and Ruby Room:

After 12 years working in top sales positions for AVEDA and Bumble and bumble, Leydon decided to find a new place in the beauty and wellness industry by opening her own business which would also focus on her first love, healing and inner wellness. Ruby Room has in its seven years morphed the best of inner and outer wellness to create a truly holistic approach to beauty.

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