

## The Ultimate Extravagance: Images' \$25K Manicure

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A personal jeweler, gold-lacquered fingertips, and premium diamond designs are just some of the latest mani-pedi amenities offered by Images Luxury Nail Lounge, which has three locations in tony Orange County, Calif. The ultra-lavish nail retreat unveiled three new manicure services that range in price from \$500 to \$25,000 and up.



> The Haute Couture Manicure (\$500 to \$2,500+) features up to 20 real diamonds in the nail design and includes a purifying marine mineral bath, signature Luxury Facial, and warm jojoba oil and lavender lotion massage.



> The Gold Rush Manicure by Models Own runs from \$2,500 to \$10,000+. Boasting one of the world's most expensive lacquers, Gold Rush Couture, this service also features 24-karat real gold nail designs. While clients dine on French pastries and champagne in their own private suites, they also receive a Luxury Facial and either a waxing/threading service or eyelash extensions.



> For the Glitz & Glam (service) (\$10,000 to \$25,000+), the salon is closed to the public while clients sip premium champagne and select GIA-graded diamonds with a personal jeweler. The manicure treatments also include an hour-long massage, a rejuvenating Luxury Facial, an Images Celebrity Makeover, and eyelash extensions or a waxing/threading service.

Images' management team created these luxe offerings to cater to tastes of the affluent communities nearby. "Quite a few of our clients like to splurge," says general manager Tony Nguyen. "In the past, they've requested things like diamonds and real gold in their nail designs, so we responded with this menu." Though just recently introduced, these high-end services have piqued clients' interest. "No one has requested the top-of-the-line Glitz & Glam service yet, but in the past quite a few customers have paid thousands for our services," says Nguyen. "In fact, even before we officially offered the new manicure treatments, one customer paid close to \$25,000 for similar diamond services. Since we introduced the new manicures, more than half a dozen customers have come in for treatments ranging from \$500-\$1,000."