



**24<sup>th</sup> June 2009**

**Tamara Ecclestone TV Presenter and Model (daughter of Formula 1 boss Bernie Ecclestone) was today unveiled as the face of celebrity hairdresser Royston Blythe at The Dorchester.**

Tamara Ecclestone the 25 year old daughter of Formula 1 boss Bernie Ecclestone was today (24<sup>th</sup> June 2009) unveiled as the face of award winning celebrity hairdresser Royston Blythe at The Dorchester.

Tamara who works as a model and TV presenter was asked by L'Oreal Professionnel's international ambassadors Royston Blythe and his partner Nick Malenko, to be the face of their new boutique salon, Royston Blythe at The Dorchester, located at the famous five star Park Lane hotel in London.

During the next 12 months Tamara will live most women's dream with seven day a week hairstyling and hair care available to her by two of the world's top creative hairdressers.

For the unveiling Nick Malenko created a stunning new look for Tamara, who will regularly have a new image created for her everyday professional and private life.

Royston and Nick will also travel anywhere around the world to take care of Tamara's hair for any of her professional assignments.

Tamara Ecclestone says: "Like all girls I love having my hair done, so when I was asked to be the face of Royston Blythe I was so excited, better still they are so lovely and talented. I look forward to working with them and trying out lots of new looks."

Royston Blythe says: "Both Nick and myself think that Tamara who has the most beautiful face is the perfect ambassador for our creative work worldwide."

**For further details please contact:**

**JBM PR & Media**

**T: 020 7318 8627**

**E: [info@jbmpr.biz](mailto:info@jbmpr.biz)**