

IN-STORE

## St. Regis introduces branded scent to unify properties, calm consumers

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*St. Regis' "Caroline's Four Hundred" candle*

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By KAYSORIN

Starwood's St. Regis Hotels and Resorts is presenting a unified front to consumers with a new signature scent that will perfume its many locations around the world.

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**Luxury Daily**

"Caroline's Four Hundred" is the brand's first bespoke scent, inspired by the Gilded Age socialite and member of the hotel's founding family, Caroline Astor. By uniting its varied locations with one scent, the hotel chain will remind consumers that no matter where they are in the world, St. Regis is comfortable and familiar.

"While the Caroline's Four Hundred candle will be available for retail beginning in October, the scent has been featured in our hotels and resorts around the world for a few months now, and the guest response has been really positive," said Daphne Sipos, global brand director for [St. Regis Hotels & Resorts](#), New York. "Regular guests at The St. Regis New York, for example, have been asking the hotel's concierge where they can buy!

"Plus, it has been great fun working with Carlos Huber, the perfumer behind the brand ARQUISTE on this endeavor. As a scent designer, architect and historic preservationist, he was able to capture a modern scent that is appealing to a new generation of luxury

consumers, but one that also reflects the brand's enduring legacy and timeless allure."

Stop and smell

Caroline's Four Hundred is the official St. Regis scent and will be featured at all 34 of the brand's locations around the world. It will be introduced in fall 2015 with scented candles placed in the hotel lobbies, spas and guest rooms and suites.



*Candles will be introduced at all St. Regis locations in the fall*

St. Regis is already planning to expand the scent with a room spray that will be available later in the year. Offering multiple ways to experience the fragrance will likely make it more appealing to consumers with different preferences.

Carlos Huber of Arquiste designed the scent, which took inspiration from the life of Ms. Astor. This connection to the brand's heritage helps make the scent relevant and connected with the general aesthetic.

The name comes from Ms. Astor's parties, which she was known to fill with the most prominent members of society. At one such event she was rumored to have invited up to 400 people, thus giving the scent its name.



*A drawing of the different flowers that make up the fragrance*

The fragrance is light and crisp with notes of apple blossoms, Champagne and potted palms. The body of the scent features a rich American Beauty rose, which is complimented by white lilies and cherry blossoms.

Both Caroline's Four Hundred candle and room spray will be available for purchase online. This will allow consumers who do not want to leave to take a small piece of the experience home with them.



*St. Regis will eventually offer room spray to pair with the candles*

Make your own

Other luxury hotels and resorts have begun to expand into the realm of fragrance in recent years.

For example, in 2014 The Ritz-Carlton highlighted the signature scents found at its 86 properties to show brand unity and motivate cross-property travels.

Tied into its broader #RCMemories campaign, the “menu of sensory of experiences” drew on recently introduced scents and long-established property scents to give each hotel a specific sensory layer to their identity. While involving all properties can seem redundant, the brand managed to incorporate a variety of experiences to keep the campaign fresh ([see story](#)).

Some hotel chains have even chose to work with other luxury brands to create the perfect scent.

In 2013, for instance, U.S. label Oscar de la Renta teamed up with The Peninsula Hotels to provide guests at all of the chain's global properties with an original bathroom amenities collection and unisex fragrance.

The partnership marked the first time that Oscar de la Renta had created a fragrance for another brand. Hotel and fashion brand partnerships such as this allow for a level of mutual benefit unmatched by other partnerships because current Peninsula guests may become consumers of Oscar de la Renta, while the fashion brand's enthusiasts may be inclined to visit the hotel ([see story](#)).

These products can often help a hotel connect intimately with consumers.

"Both the St. Regis candle and room spray offer an elegant, stylish and practical way to fragrance a room; some rooms are better suited to candles, while others are best fragranced with a room spray," Ms. Sipos said. "We wanted to provide our guests with the luxury of being able to choose, and we were thrilled that ARQUISTE could capture the spirit of the brand for our discerning guests to enjoy, both when they are staying with us and when they are home."

Final Take

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