

IN-STORE

Fairmont enriches holiday gifting via scented package

October 9, 2015



Le Labo's Rose 31

By STAFF REPORTS

Fairmont Hotels & Resorts is encouraging guests at select properties to give the gift of fragrant opulence this holiday season.

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The hotelier has partnered with fragrance maker Le Labo and luggage brand Rimowa to offer guests an exclusive "Scent & Senses" packages. Since the olfactory sense is deeply rooted in emotions and memories, creating a scent for a loved one as a gift is thoughtful and may be the ideal present for a guest hoping to wow the recipient.

Scented stays

Guests who partake in the Scent & Senses package will have exclusive after-hour access to one of Le Labo's boutiques to witness fragrance creation firsthand. A skilled fragrance lab technician will help the guest to mix their own Rose 31 fragrance.

The Rose 31 scent is Fairmont's signature scent and includes notes of rose absolute and rose essence along with sharpened spices, woods and musk.

Starting at \$769, the package also includes accommodations and transportation to and from the Le Labo lab. Additional perks include a Rimowa beauty case and a curated selection of Le Labo products, including the newly mixed Rose 31.



Fairmont's Scent & Senses package with Le Labo and Rimowa

Scent & Senses is available at Fairmont's properties in New York at The Plaza, the Fairmont Miramar Hotel & Bungalows and Fairmont San Francisco. Le Labo operates boutiques in New York, Los Angeles and San Francisco.

In a statement, Alexandra Blum, vice president of public relations and partnerships at Fairmont, said, "We are committed to fostering genuine connections for our guests and we believe that scent can play a huge role in bringing that to life. This experience is one that will leave a lasting impression and enrich the emotions of all those who are able to participate. Surely, this will be a gift that will live on long after it is given."

Hospitality brands have introduced branded scents to unify properties and create a sentimental takeaway for guests.

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

"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 ([see story](#)).

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