

TRAVEL AND HOSPITALITY

## Fairmont, Le Labo partner to offer olfactory exploration

May 18, 2016



*Fairmont's The Savoy*

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By STAFF REPORTS

Fairmont Hotels & Resorts is letting guests experience the annual rose harvest firsthand through a collaboration with perfume maker Le Labo.

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Le Labo is the fragrance house behind Fairmont's signature amenity scent Rose 31, which takes its floral note from the rose centifolia, the rarest species of the bud. Fairmont is inviting guests to explore the power of scent through installations and special packages at a number of hotels across the globe.

Follow your nose

Fairmont's Scents & Senses packages will be available at The Savoy in London, Fairmont San Francisco and The Plaza in New York. Guests who book will be whisked to one of Le Labo's boutiques after hours to get an exclusive look at the creation of its perfumes, with the opportunity to work with a lab technician to mix their own Rose 31.

"Our labs are like an entertainment park for the nose, and the perfume you bring home is a souvenir," said Fabrice Penot, co-founder of Le Labo, in a statement. "In our Madison New York boutique for example, we have more than 600 ingredients, a first in the world, and we are pleased to share this experience with Fairmont guests."



*Le Labo store on Madison Avenue in New York*

Guests who book will also be treated to Le Labo products, including Rose 31, allowing them to continue their scent exploration once home. At the hotel, guests will experience Rose 31 in Fairmont's amenities, including shampoo, conditioner, shower gel and lotion.

Fairmont has also built floral installations at Fairmont The Palm in Dubai, United Arab Emirates, Fairmont Copley Plaza in Boston and Fairmont San Francisco.



*Installation at The Palm in Dubai*

"The partnership between Fairmont and Le Labo is rooted in the power to create genuine connections to places and people through scent," said Alexandra Blum, vice president of public relations and partnerships, FRHI Hotels & Resorts. "Our spring perfumery packages and rose installations help bring this beautiful and compelling scent to life for guests in a new and interactive way."

Hotels often harness the power of scent to connect properties across the globe, creating a brand signature.

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.

"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](#)).