

TRAVEL AND HOSPITALITY

Le Méridien debuts South of France-inspired signature scent

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Le Méridien's signature scent. Image courtesy of Le Méridien

By STAFF REPORTS

Marriott's Le Méridien Hotels & Resorts is capturing the essence of summer in a scent to extend the seasonal feeling year-round at its properties and consumers' homes.

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The hospitality brand tapped Malin + Goetz to create a signature fragrance, which will be used throughout Le Méridien hotels and available for purchase as a candle. Scent is a powerful sense, which is often used by hoteliers to establish a mood or extend guests' memories of their stays.

Scent scene setting

Dubbed LM002 after the numbers on an airplane tail, Le Méridien's signature scent takes its references from the Mediterranean. Coastal roads and open-air markets are translated into a perfume composed of black amber, musk, sandalwood bark, caviar lime, cypress, fig, jasmine and freesia.

"Scent has the unique ability to evoke memories and transport us to a different time and place, which makes Malin + Goetz the perfect travel companion for Le Méridien," said Andrew Goetz, cofounder of Malin + Goetz, in a statement. "We were inspired by a moment in time: 1969 on the French Riviera, when the sun lounges on the horizon and linen shirts flow in the balmy breeze of a late summer day, and we are delighted to have captured the brand's rich history and its light-hearted sophistication in one olfactory experience."

To market the scent, South of France-based artist Marie Doazan created illustrations that are shared on the hotel brand's Web site and social media.



Marie Doazan's illustration of Le Meridien's LM002. Image courtesy of Le Meridien

Le Méridien recently celebrated the new season with a global program that aims to bring the spirit of European summers to the brand's more than 100 hotels.

Billed as "Au Soliel, a Summer Soirée," the summer series will reflect Le Méridien's French heritage by allowing guests to experience Mediterranean beach club culture through different activities, including meal and cocktail specials. The luxury hospitality brand has also tapped style blogger Garance Doré as a creative consultant for the summer's programming, asking the influencer to bring her perspective on French lifestyle to consumers.

This latest partnership with Malin + Goetz builds on the perfumer's existing relationship with Le Méridien. The hotel chain previously worked with the firm to create bath amenities.

Now, the company is launching a signature scent, which will retail through Malin + Goetz's Web site. It will also be used within Le Méridien properties.

"No matter where you are from or where you are traveling, the idea of summer connotes a sense of slowing down and savouring the good life – a mentality that we celebrate at our hotels year-round," said George Fleck, vice president of global brand marketing and management at Le Méridien Hotels & Resorts, in a statement. "We are delighted to continue working with Malin + Goetz, who share our passion to inspire travellers to explore the world in style, and think that LM002 is sure to seduce our guests' senses, beckoning them to stay with Le Méridien - whether their travels take them to Barcelona or Bora Bora, Santa Monica or Seoul."

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