

TRAVEL AND HOSPITALITY

## Ritz-Carlton, Diptyque team up to celebrate festive season

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*Marriott's Ritz-Carlton hospitality brand has tapped French fragrance label Diptyque to supply bath amenities across its hotels and resorts just in time for the holiday season. Image credit: Ritz-Carlton, Diptyque, Marriott*

By LUXURY DAILY NEWS SERVICE

U.S. hotel and resort chain Ritz-Carlton has released French fragrance brand Diptyque's amenities across its portfolio.

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The Marriott-owned hospitality company is celebrating this partnership with pop-up shops and bespoke gift sets. This development comes right in time for the holidays.

"We are thrilled to bring Diptyque's exceptional bath products to Ritz-Carlton hotels and resorts around the world in addition to giving loyal fans of both brands a unique way to celebrate with us this festive season," said Donna McNamara, vice president and global brand leader for The Ritz-Carlton, in a statement.

Diptyque is known for its modern designs and exclusive scents. Ritz-Carlton chose its Philosykos scent for the collaboration, inspired by Greek summers filled with figs and sunshine.

The scent exemplifies the sensory experience on which the hotel prides itself as a selling point.

Makes scents

In honor of the holidays, **Ritz-Carlton** will release the Diptyque creation as part of its gift set.

The gift set will include the scent from the collaboration and a candle.

Even the wrappings will feature a design crafted by Diptyque especially for Ritz-Carlton.

This collaboration will allow guests to enjoy a sensory homage to both brand's dedication to travel experiences.

Guests will be able to purchase the gift set for \$155 at The Ritz-Carlton Boutique and **Diptyque** pop-ups around select cities.

"Travel is an elegance we cultivate," said Julien Gommichon, Americas president of Diptyque, in a statement.

"Diptyque is therefore delighted to partner with The Ritz-Carlton as their exclusive bath amenity partner," Mr.

Gommichon said.

"To concoct our precious perfumes, we seek out the noblest ingredients from around the globe."

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