

TRAVEL AND HOSPITALITY

Jo Malone partners with London-based BoTree Hotel for luxury amenity launch

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BoTree Hotel becomes one of the first hospitality brands to launch the Jo Loves line in each of its guest rooms. Image courtesy of The BoTree Hotel

By LUXURY DAILY NEWS SERVICE

The BoTree, a member of [Preferred Hotels & Resorts](#), is teaming up with a British luxury fragrance brand to boost the stay of guests by way of a unique set of scents.

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Master perfumer Jo Malone is now the Mayfair, London property's official bathroom amenity partner. Led by the world's largest independent hotel collection, and slated to open in July 2023, BoTree Hotel will become one of the first globally to launch the Pomelo line in each of its 199 guest rooms.

"Our commitment to conscious luxury involves making choices that ensure our people, the planet and our communities flourish," said Rishi Sachdev, founder of [The BoTree](#), in a statement.

"Jo Loves is one such choice; a world-class amenity that our guests will enjoy whilst impacting the world around us in a positive way."

Essence of London

Located in the city's West End Mayfair neighborhood, The BoTree is leading with stated values of sustainability, attracting partners interested in pushing eco-tourism forward along the way.

The Legend Collection ([see story](#)) property's latest announcement is no exception, as a new deal with [Jo Loves Pomelo Collection](#) works to enhance The BoTree's commitment to sustainability.

"I am so excited The BoTree will be one of the first hotels in the world where guests can enjoy the Pomelo amenities in their room," said Jo Malone, in a statement.



Each room within the luxury eco-hotel features an eclectic mix of natural fabrics and references to nature. Image courtesy of The BoTree Hotel

"This was the first fragrance I created for Jo Loves and is all about dreams and being the very best of yourself," she said. "It's inspired by the beach and that all things are possible.

"I hope guests enjoy the energizing, uplifting notes, and through scent helps them create their own memorable moments during their stay."

As cruelty-free items, products feature vegan trademarks. The paraben and sulfate-free grapefruit and vetiver scents are distributed by PETA-certified luxury hotel amenity provider Vanity Group, ruling out animal testing.

According to BoHotel, the bathroom testers have also been packaged using "OceanBound" recycled plastic collected from high-risk waterways.

London's hospitality scene has made many an environmental stride of late, starting with the creation of the London-based Sustainable Hospitality Alliance.

German-owned hospitality chain Oetker Collection is among the hotels to onboard with the organization ([see story](#)).

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