

Zannier Hotels Adds Bespoke Zannier Fragrance to its “Journey of the Senses”



Zannier Hotels has partnered with pioneering perfumery, Fuegoia 1833 to create a bespoke “Zannier Fragrance”. Available to purchase as a candle, diffuser or perfume at each of the Zannier Hotels’ boutiques, the fragrance captures the distinct character of Zannier Hotel’s properties – from the deserts of Namibia to the jungles of Vietnam and the mountains of Megève - providing travellers with a powerful sensory journey once they return home.

Arnaud Zannier, Founder and CEO of Zannier Hotels says; “Scent has the power to evoke special memories and emotions which is why we chose to collaborate with master perfumer Julian Bedel at Fuegoia 1833 to develop a signature Zannier fragrance. With a commitment to sustainability and a passion for transporting people to another place, Fuegoia 1833 shares many of the same values as Zannier Hotels so it was a natural choice. We wanted to create a fragrance that makes a lasting impression and has the ability to awaken memories so guests can be reminded of the good times they’ve had at Zannier Hotels long after they return home.”

Working closely with Julian Bedel in his laboratory at Fuegoia 1833, the evocative and complex fragrance has an air of peace and tranquillity. Intense aromas of cardamon, ginger and élémi resin slowly give way to reveal softer floral notes of ylang-ylang and lavender. Base notes of woody santal mingled with sweet vanilla and smoky cedar give the scent its body and longevity, leaving an enduring aroma.

Following Zannier Hotels’ sustainable philosophy, the environmentally friendly scent uses natural fragrances and sustainable packaging, with no animal testing used in development. All scents contain 100% biodegradable ingredients, which are either grown by or sourced personally Julian Bedel and are free of synthetic preservatives, dyes and phthalates.

Founded in 2010 by Julian Bedel in Buenos Aires, Fuegoia 1833 represents a new era in fine perfumery, where forward-thinking sustainability meets ancient alchemy. Inspired by the vast landscapes of Patagonia and the age of scientific exploration, the perfumes showcase nature’s finest elements, with the name playing tribute to a meeting between the naturalist Charles Darwin, the navigator Robert Fitz Roy and Fuegoia Basket, a native of Tierra del Fuego.

*Should you want to know more about Zannier Hotels fragrances, don't hesitate to get in touch with **Quentin GUIRAUD**, PR & Communications Manager: gguiraud@zannier.com / +32 (0)472 05 57 19.*