

SCENTS OF place

For many hotels, a signature scent is as important as the architecture, thread count and the celebrity chef. These are some of the luxury establishments that create ambience with bespoke fragrance.

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Talkabout

What's new in motoring, books, retail, technology and hospitality.

- ➔ 130 **HOTEL SCENTS** / IN-HOUSE AROMAS
- ➔ 135 **CUBA CALLING** / A NOBEL QUEST
- ➔ 138 **TECHNOLOGY** / ON CAMERA
- ➔ 141 **MOTORING** / VIRTUAL DRIVING
- ➔ 143 **BOOKS** / FIRST WAS THE WORD
- ➔ 145 **BRIGHT IDEAS** / HEALING ART
- ➔ 148 **MOST WANTED** / STARS & STRIKES

LE SIRENUSE

30 Via Cristoforo Colombo,
Positano, Italy.

+39 (089) 875 066. sirenuse.it
Rooms from €750 (\$934).

SCENT Eau d'Italie, created by Marina Sersale and her husband Sebastián Alvarez Murena.

INSPIRATION Positano in summer and, in particular, the smell of terracotta tiles heated by the sun.

NOTES Incense, bergamot, blackcurrant buds, lichen, cedar, yellow sweet clover and musk, as well as accord argile, a group of notes designed to evoke the scent of warm terracotta.

DELIVERY Eau d'Italie eau de toilette is spritzed by staff in the lobby and in the fitness centre. The scent is also used in soaps, bath salts, shower gel, body milk, shampoo and conditioner. Eau d'Italie is present in all the public bathrooms of the hotel as a new, all-natural, pure vegetal liquid soap, and a hand cream.

TAKEAWAY Eau d'Italie eau de toilette \$169 online from Mecca Cosmetica (meccacosmetica.com.au) or from hotel.

LE MÉRIDIEN

More than 1200 locations
worldwide, 1800 622 240.

starwoodhotels.com/lemeridien
Room rates vary.

SCENT LM01, created by Le Labo founders Fabrice Penot and Eddie Roschi, with input from Le Méridien.

INSPIRATION The smell of an old leather book, as a way of evoking discovery, culture and exploration.

NOTES Cedarwood, frankincense, iris absolute and musk.

DELIVERY Wafted through the lobby and other public spaces via reed diffusers; available in candle.

TAKEAWAY Candles \$US80 at Le Méridien or online (shoplemeridien.com).

MANDARIN ORIENTAL NEW YORK

80 Columbus Circle at 60th,
New York. +1 (212) 805 8800.

mandarinoriental.com/newyork
Rooms from \$US795 (\$767).

SCENT From the Profumi d'Ambiente range by Italian perfumer Lorenzo Dante Ferro.

INSPIRATION While not specifically created for the hotel,

the scent evokes the hotel's signature Mandarin Blossom tea, served to guests on arrival.

NOTES It's a trade secret, but notes of orange, tea and cypress are prominent.

DELIVERY The scent filters through guest corridors.

TAKEAWAY No, although The Spa at Mandarin Oriental retails products in its own frangipani and jasmine scent designed by Aromatherapy Associates in the UK.

PALAZZO VERSACE

Sea World Drive, Main Beach,
Gold Coast, Queensland.

+61 (7) 5509 8000.
palazzooversace.com.au
Rooms from \$350.

SCENT Palazzo Versace Signature created by Brisbane aromatherapist Jennifer Jefferies using only essential oils.

INSPIRATION Palazzo Versace's luscious opulence and sensuality.

NOTES Patchouli, ylang ylang, bergamot, cedarwood, rosewood.

DELIVERY Oil burners are placed throughout the property; personal oil burners are in rooms. It is also

diffused via the air-conditioning and features in the Beauty Sleep turn-down range.

TAKEAWAY Palazzo Versace pure essential oil blend \$50 at the hotel or online (hotelluxurycollection.com/shop).

LE BRISTOL

112 Rue du Faubourg Saint
Honoré, Paris.

+33 (0)1 5343 4300.
lebristolparis.com
Rooms from €865 (\$1077).

SCENT Le Bristol Paris, created by Jean-Michel Duriez, the in-house nose for Rochas, ex-Jean Patou.

INSPIRATION The hotel's fresh green garden as well as its numerous floral arrangements and cosy period furniture.

NOTES Top: cut grass; middle: freesia, lily of the valley and white rose; bottom: sandalwood, cedar and leather.

DELIVERY Sprayed in the reception area and corridors, but not in guestrooms.

TAKEAWAY Scented candle €38 (\$47) available at the hotel and also online.

POSITANO PHOTOGRAPHY: GETTY IMAGES



HOTEL LANCASTER

7 Rue de Berri, Paris.
+33 (0)1 4076 4076.
hotel-lancaster.com
Rooms from €460 (\$572).

SCENT Paris Toujours, created by perfume house Givaudan.

INSPIRATION The owners of a private townhouse of sophisticated simplicity, dotted with original paintings and 18th-century and art deco-inspired furniture.

NOTES Amber, bergamot, magnolia, jasmine, sandalwood and musk.

DELIVERY In-room candles and through the ventilation system.

TAKEAWAY Candle, €55 (\$68), available at the hotel.

CROSBY STREET HOTEL

79 Crosby Street, New York.
+1 (212) 226 6400.
firmdalehotels.com

Rooms from \$US595 (\$574).

SCENT Le Jardin 10012, by hotelier Kit Kemp and Lyn Harris of London perfumer Miller Harris.

INSPIRATION Inspired by the hotel's lush green roof, courtyard gardens and English eccentricity.

NOTES An elegant fusion of bergamot, rosemary and thyme with cardamom, iris, rose and lavender. A base of cedar, vetiver, labdanum and moss add depth to this refreshing fragrance.

DELIVERY Candles in the lobby and public areas, and bathroom amenities (shampoo, conditioner, body lotion, bath and shower gel and soap) in the room.

TAKEAWAY The candle \$US40 is available to purchase in the lobby.

LA RÉSERVE GENÈVE

301 Route de Lausanne, Bellevue, Geneva. +41 (22) 959 5959.
www.lareserve.ch

Rooms from CHF420 (\$425).

SCENT La Reserve Geneve created by artistic director Rami Mekdachi and perfumer Benoist Lapouza, who has created fragrances for Kenzo, Fendi and Pierre Cardin.

INSPIRATION The brown tones of La Reserve's colour palette as well as the colourful lamps that light the hotel's corridors.

NOTES Cinnamon, cardamom, lavender, green tea, clover, leather, tobacco, incense, oak moss, patchouli, vanilla and cedarwood.

DELIVERY Sprayed throughout the hotel intermittently.

TAKEAWAY Not for retail.

THE LANGHAM

1 Southgate Avenue, Southbank, Melbourne, Victoria. +61 (3) 8696 8888.
melbourne.langhamhotels.com.au. Rooms from \$295.

SCENT Langham Signature Ginger Flower, created by scent marketing brand, Brandaroma.

INSPIRATION The pink ginger flower, a nod to the hotel's Oriental ties as well as its signature colour.

NOTES Ginger flower, peace lily, tuberose, lemongrass and vanilla.

DELIVERY The scent is diffused through the air-conditioning system.

TAKEAWAY Room spray 60ml for \$35 and essential oil 10ml for \$35 are available from the hotel gift shop.

HOTEL HASSLER

6 Piazza Trinità dei Monti, Rome.
+39 (06) 699 340.

hotelhasslerroma.com

Rooms from €366 (\$456).

SCENT Amorvero by hotel owner Roberto Wirth and his wife, Astrid Schiller Wirth, with Lorenzo Dante Ferro who created the Mandarin Oriental's fragrance.

INSPIRATION Inspired by the type of woman who stays at the Hassler: sophisticated, glamorous and elegant. A famous guest was Audrey Hepburn.

NOTES Italian jasmine, tuberose and damask rose, bergamot, lemon, mandarin, sandalwood, amber and vanilla.

DELIVERY The fragrance is sprayed in rooms during turn-down service. In suites, the scent is available in perfume and candle.

TAKEAWAY Amorvero eau de toilette 50ml, €86 (\$107), and eau de parfum 50ml, €160 (\$199) can be purchased at the hotel or online (www.amorvero.com/

english/prodotti.html) along with a collection of scented products.

HAYMARKET HOTEL

1 Suffolk Place, London.

+44 (20) 7470 4000.

firmdalehotels.com/london/

haymarket-hotel

Rooms from £325 (\$473).

SCENT Marche au Foin created by hotelier Kit Kemp and Lyn Harris of Miller Harris.

INSPIRATION Lavender, which Kemp is passionate about.

DELIVERY In-room candles and bathroom amenities.

NOTES Top: bitter orange, bergamot Sicily and petit grain Paraguay; middle: French lavender, rosemary and red thyme oil; base: cardamom and nutmeg.

TAKEAWAY Box-set of three scented candles available from the hotel exclusively, £32 (\$40).

FAENA HOTEL + UNIVERSE

445 Martha Salotti Street (Puerto Madero), Buenos Aires.

+54 (11) 4129 0000.

faenahotelanduniverse.com

Rooms from \$AR2249 (\$426).

SCENT Fragancia Cathedral (cathedral fragrance)

INSPIRATION Walking in the woods in childhood; the idea of a tree as shelter; the nurturing scent of an elderly pine tree.

DELIVERY Pumped throughout the corridors and hotel linens.

NOTES Oriental woods.

TAKEAWAY Room fragrance at Faena Boutique 50ml, \$US50. 🌐