

25hours Hotels Introduces Global Fragrance Concept for an Immersive Sensory Experience

Renowned for elevating guest experiences through a multi-sensory approach, 25hours Hotels unveils its latest innovation: a global fragrance concept designed to captivate the sense of smell, completing the full spectrum of sensory indulgence.

Known for stimulating sight and touch through deliberate interior design, and enhancing hearing with signature playlists, 25hours Hotels now introduces a unique olfactory experience. The newly crafted fragrance, a collaborative creation between the 25hours creative team and master perfumer Geza Schön, boasts a sophisticated blend of elegant woods and black tea, accented by a subtle hint of incense. Evoking memories of a tranquil walk in the woods or intimate moments by a campfire, the 25hours fragrance ensures a high recognition value, despite the distinctiveness of each 25hours hotel.

Daniel Hrkać, Head of Brand Operations, spearheaded the fragrance launch across all 15 hotels in collaboration with fragrance consultancy SCENTCOMMUNICATION. The goal is to welcome guests with the signature scent at entrances and strategically integrate it into key areas throughout their stay, including lobbies, lifts, and public toilets. The technical implementation involves refillable cartridges to minimize waste, eschewing battery-operated alternatives.

To complement the room fragrance, 25hours Hotels has partnered with SCENTCOMMUNICATION to create an exquisite scented candle named ALMOST HOME. Crafted from 100% sustainable rapeseed wax, free of paraffin, the candle emanates a smoky, woody, and resinous aroma, offering a natural and eco-conscious ambiance. Priced at 25 euros, the ALMOST HOME candle, with a burning time of 25 hours, is available for purchase in all 25hours things shops.

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Notes to Editors

About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, formed in 2021.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that today operates 15 hotels in German speaking countries as well as Florence, Paris, Dubai and Copenhagen. 25hours is a smart, culturally resonant hotel idea characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and personality and, under the motto "If you know one, you know none", designs each of its hotels with different designers and unique style. Sydney, Trieste, Jakarta and Porto are among the future destinations.

Instagram: [@25hourshotels](https://www.instagram.com/25hourshotels)

Website: <https://www.25hours-hotels.com/>

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