

Press release, 10<sup>th</sup> of June 2025

## Limited edition glass bottles from 25hours Hotels and Soeder for World Refill Day

Since 2023, 25hours Hotels and the sustainable Swiss natural cosmetics brand Soeder have been working together. Hotel guests staying at any of the 25hours Hotels are provided with three refillable care products from the brand. To mark World Refill Day on 16 June, Soeder and 25hours are now launching three limited edition 500 ml glass bottles, which will be sold in the 25hours things shops. The designs were created in collaboration with Werner Aisslinger, Alfredo Häberli and Studio Otto. All three have created individual and creative interior concepts for 25hours in Berlin, Cologne, Zurich and Florence. The limited-edition bottles play with the designs that are typical of the respective hotels. Werner Aisslinger, for example, has adapted the urban jungle theme from the 25hours Hotel Bikini Berlin for the limited edition with colourful parrots and palm leaves. In Florence, on the other hand, designer Paola Navone from Studio Otto follows the story of Dante Alighieri's 'The Divine Comedy' at the 25hours Hotel Piazza San Paolino. She conveys the contrast between Inferno and Paradiso on the glass containers with angel figures and devil's tridents. And Swiss designer Alfredo Häberli, who developed the overall design for the 25hours Hotel Zurich West, expresses his love for the city of Zurich with many graphic elements. All three glass bottles can be filled on site with the full-body soap 'Herbal Garden' or the 'Orange Grove' shampoo and body lotion. The joint campaign underlines the sustainability philosophy of 25hours Hotels and Soeder.



"I have known the founders of Soeder personally for some time and we were also working on another collaborative project when the request came from 25hours for this special edition. I need the soap every day and I see the bottle in a specific context: bathroom, kitchen, workshop – so the design of a dispenser or its labelling is essential," explains Interior Designer Alfredo Häberli and continues: "For me, packaging and its graphics not only have to encourage a purchase, they have to stand up over time. In addition, many products are increasingly being sold in reusable containers and the products are often refilled. When designing the graphics, I

continued to focus on the theme 'Zurich - The Smile of my Hometown', which was the motto when designing the 25hours Hotel Zurich West 13 years ago. The love for my city, its buildings, customs, cultural backgrounds and culinary

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delights - all these themes can be found in the illustration. If you look very closely, you suddenly read: ZURI HAND SOAP. Seeing this added value only at second glance is a typical Häberli experience!"

Paola Navone from Studio Otto also reveals what inspires her creative processes: "For me it's about travels, curiosity and imperfection. Travelling to me is a state of mind, it doesn't matter how many kilometres you travel, can be also the antique shop next door... Curiosity is the drive of creativity and the beauty for imperfect things is the unplanned twist that we like to include in our project."

Werner Aisslinger adds to his design: "The graphic is inspired by the very first concept behind the design of the 25hours Hotel Bikini Berlin: the idea of the 'urban jungle'. This theme draws directly from the hotel's unique location between Breitscheidplatz and the Tiergarten — a place where the city meets nature. At the same time, it reflects a historical perspective on Berlin as a raw, vibrant hub of wild music, subculture, and avant-garde art. The graphic acts as a contemporary collage that visualizes this creative process — a layered, energetic mix of nature and city, past and future, culture and chaos — capturing the spirit that shaped the hotel's identity from the very beginning."

The World Refill Day is taking place for the third time this year. It was originally launched in 2015 by the non-profit organisation City to Sea in the UK. The campaign day focuses on sustainable alternatives to single-use plastic. Environmentally friendly refill options are available for all Soeder products either in the 25hours things shops, Soeder (partner) stores or at home with special refill bottles. The sustainable care products are manufactured in the soap factory in Zurich. All ingredients are from 100 percent natural origin. The fragrances are based on essential oils extracted from plants. The limited-edition bottles can be purchased throughout the week in all 25hours things shops for 5 euros in conjunction with a refill on site as part of World Refill Day. These come with a 25 percent discount on soaps and shampoos. The offer is available while stocks last.

Press & image material for 25hours Hotels: [25hours-hotels.com/media-page/](https://25hours-hotels.com/media-page/)  
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## 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, which holds a majority shareholding.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that was built from 2005 and today operates 17 hotels in prime European destinations like Hamburg, Berlin, Paris, Copenhagen and Florence as well as in the international metropolises of Jakarta and Dubai. 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

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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, Trojena and Cairo are among the future destinations.

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