



*Soeder**

Soeder x 25hours Hotels: Swiss Beauty Brand to Provide Natural Cosmetics to all 15 Locations

The sustainable products of the Swiss Beauty Brand Soeder are making their way into the 25hours Hotels. Soon, all hotel guests worldwide will have access to natural body soaps, hair shampoos, as well as hand and body lotions from Soeder in their rooms and in the 25hours things shops.



26th October 2023 - The sustainable premium beauty brand Soeder from Zurich will equip all 25hours Hotels worldwide from now on. For the hotel group, which originated in Germany and now operates properties in Denmark, France, Italy, Dubai, Switzerland, and Austria, this product change is another initiative in the field of sustainability, the main focus for 2023.

Both Soeder and 25hours Hotels are companies shaped by the visions of their strong entrepreneurial personalities. "The Unconventional," the pursuit of the new, the desire to do things differently – all of this unites Soeder and 25hours Hotels. And, not least, the neighborhood where it all began: Soeder's very first store was located in the 4th district in the heart of Zurich - right around the corner from 25hours Hotel Langstrasse.

"We strive for the highest quality while maximizing sustainability," says Soeder Co-Founder Hanna Olzon Åkerström. "In that sense, we are delighted to have found a partner in the



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25hours Hotel Group who are equally committed to driving sustainability without compromising on style." Bruno Marti, Executive VP of Brand Marketing at 25hours Hotels, adds: "During their stay, our guests come into direct contact with many materials. Therefore, we place particular emphasis on all products that touch the skin. This includes bedding and towels, as well as floors you walk on barefoot, and the cosmetic products in our hotel rooms. After all, the scent, texture, and care accompany us for much of the day. The choice of a partner in this area is crucial. After a multi-month process in which we compared sustainability standards, product quality, and other criteria, we selected Soeder." Of course, personal affinity played a role as well, as Marti adds: "We encountered a team at Soeder that takes its product and the company seriously, but not themselves. This also applies to us. We are excited about a brand collaboration that hopefully goes beyond mere product delivery."

Guests at 25hours Hotels can look forward to refillable full-body soaps in the "Herbal Garden" scent, as well as shampoo, hand and body lotion in the popular "Orange Grove" fragrance. Soeder's sustainable care products consist exclusively of high-quality natural ingredients. The full-body soaps, for example, contain nourishing cold-pressed oils, Swiss honey, and wheat protein. The body lotion includes cold-pressed organic oils, organic shea butter, and olive squalene. All scents are based on natural essential oils extracted from plants. The "Herbal Garden" fragrance, for example, evokes a garden full of wild herbs and flowers – while the healing herbal scent of rosemary and sage invigorates the senses, sweet lavender provides a perfect balance.





Soeder offers environmentally friendly refill options for all products, whether directly at the 25hours Hotel or at home with the 1-litre refill bottle made of recycled plastic. To complete the recycling loop, the refill bottles can be returned to any Soeder store.

Soeder products, along with refill options, will also be available at the 25hours things shops at the reception - the perfect souvenir so that no one has to give up their beloved hotel habits at home.

This partnership is another major milestone for the Swiss premium brand - and another example of the rapid development towards an international beauty brand.

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 and Porto are among the future destinations.

About Soeder

[Soeder](#) started its own soap production in 2015 in a garage. The name 'Soeder,' the Swedish word for 'south,' reflects the Swedish roots of the two company founders. Soeder stands for genuine natural soaps and a range of care products with refill options that aim to make the world a little better. Soeder uses only raw materials of natural origin, such as Swiss honey, a fine selection of essential oils, or wheat proteins. "Timeless design meets the highest quality" - and products that are durable, good for the environment, and suitable for different skin and hair types.



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

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