

SOFITEL AND L'ARTISAN PARFUMEUR

ART DE VIVRE MEETS THE ART OF PERFUME

Paris, March 21st, 2011 – Sofitel has symbolically chosen the first day of spring to announce its global partnership with L'Artisan Parfumeur, a pioneering French leader in the niche perfume sector. This new venture brings together two companies with shared values, both committed to perpetuating the best of French tradition.

Since 1976, L'Artisan Parfumeur has been creating perfumes, interior fragrances and collections of scented objects to express the luxury of difference, striving with each creation to surprise and touch those who experience it.

Geoffray Maugin, VP Global Marketing Sofitel, explains this choice : *"At Sofitel we see each of our hotels as a unique address with its own character & personality, that is why we perfume our hotels and we don't just install fragrance dispensers. That is also why we have partnered with L'Artisan Parfumeur who is a reference in luxury crafted perfumes around the world".*

Adding lots of intimacy, a touch of audacity, a splash of originality and a dash of poetry, 12 fragrances with evocative names will be diffused in Sofitel branded hotels: Mimosa Marin, Cèdre Bleu, Mûre Sauvage, Thé et Pain d'Epices, Intérieur Figuier, Tilleuls au Vent, L'Ambre, Rose des Indes, Ile Bourbon and Bois d'Orient.

The **So SPA** locations will be scented with Jatamansi, an organic fragrance composed exclusively of essential oils, featuring this mysterious plant that grows in the most remote valleys of the Himalayas. Finally, "Parfum de Feuilles" will waft through **So FIT** locations like the breeze from a window opening into a garden.

Each of these fragrances tells a story, creates emotion and awakens long-forgotten memories.

The fragrances will scent the Sofitel hotels in the form of **interior fragrances** and **scented candles**, and they will also be diffused using Air Aroma's **cold-air diffusion technology**.

"To implement such a program entails a lot of energy and drive as the barriers are numerous (logistic, customs...). It has taken us 18 months to find the right solution & process. We have even managed to marry a French Artisanal company (L'Artisan Parfumeur) with the reference of fragrance diffusion (Air Aroma)", said Sabine Kadyss Sofitel Senior Brand Manager.

Soon, guests will experience the warm, dry woods of Cèdre Bleu at the Sofitel Chicago Water Tower (United States), the refreshing Mimosa Marin at the Sofitel Marseille Vieux Port



(France), the summery calm of Intérieur Figuier at the Sofitel Cairo El Gezira (Egypt) and the spicy accent of Bois d'Orient at the Sofitel Shanghai Sheshan (China). More than half of the hotels in the network have already chosen their signature scent, and the entire network will be "on the scent" by the end of 2011.

By offering a collection of interior fragrances, Sofitel is adding an incredible olfactory journey to the sensory experience of its guests.

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L'Artisan Parfumeur

L'Artisan Parfumeur is a pioneering French perfume house, at the forefront of what we now know as the niche fragrance movement. Founded in Paris in 1976 by perfumer-chemist Jean Laporte, we are a celebration of classicism and the "avant-garde". The fusion of artisanal know-how and contemporary artistic flair has captured the hearts of fragrance aficionados looking for quality, craftsmanship and authenticity. Nature and travel are among the most obvious sources of inspiration for L'Artisan Parfumeur.

Working with exceptional raw materials, imagination and visionary perfumers such as Jean-Claude Ellena, Olivia Giacobetti, Bertrand Duchaufour, as well as emerging young talent, we have been the creators of intriguing and singular fragrances for over 30 years.

With a loyal global following, L'Artisan Parfumeur, distributed worldwide in around 400 points of sale and 15 stand-alone boutiques, continues to delight and surprise generations of perfume lovers with style, originality and a certain French je ne sais quoi....Parfumeur continues to delight perfume lovers with that French je ne sais quoi...

www.artisanparfumeur.com

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Sofitel, World Class Hotels & French Elegance

Sofitel is the only french luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30 000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji Islands or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".

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