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September 2015

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INDEPENDENT HOTEL SHOW 2015 *

WORLDWIDE OKTOBERFEST *

TEQUILA & MEZCAL FEST *

pebble&co:



Defining the scent of a hotel

"Hotels should be living things not stuffy institutions" maintain Tim and Kit Kemp, owners of Firmdale Hotels - a mantra that is clearly written throughout their eight boutique hotels in London and their New York outpost, Crosby Street. Kit Kemp has designed the interiors of each hotel in her unique personal way which reflects a fresh, modern English style.

Firmdale Hotel's unique design point of view and strong brand handwriting made them an ideal partner for pebble&co, creators and designers of bespoke fragrance, bath and body ranges. In creating RIKRAK, pebble&co struck a fine balance, bringing to life a collection that would thrive within the worlds most aspirational and sought after retail destinations as well as appeal to the tastemakers of style both within, and beyond, the Firmdale Hotels' doors. RIKRAK is also the name of one of Kit's most striking textile designs featured as the iconic packaging backdrop. If you visit Firmdale's newest hotel, Ham Yard in central London, RIKRAK is everywhere in touches; on a wall, a curtain, a chair, and as a striking product within all bathrooms. By partnering with pebble&co, a complete holistic brand experience was created.

As well as being masters of creativity when it comes to developing and

nurturing a new product line, pebble&co are also equipped to handle all budget and practical development requirements. The team understand that commercially, a bespoke amenities range can provide a lucrative business solution in the reduction of an existing amenities budget, avoiding additional costs such as branded mark ups and license related costs. There are also the financial upsides provided by additional revenue stream offering solid margin returns, expanded distribution and brand awareness avenues as well as a fresh PR and marketing focus.

There really is no better way to sell product than to have customers try it - a great benefit afforded to own branded amenities collections where product trial occurs in a very natural and sympathetic environment - the guests' hotel room or restaurant bathroom. Fragrance products such as candles or bath and body also provide the ultimate in gifting, allowing guests to take away a little piece of their stay, a memento from their five star experience.

pebble&co firmly believe in creating a sense of mood and atmosphere through fragrance, a sentiment shared by Kit Kemp. In her book, *A Living Space*, Kemp explains:



"Often it is the invisible things such as smell that creates a sense of luxury in a space... adding fragrance can have as much an impact on how someone feels in a room as can the choice of furniture or wallpaper used... scent is often the thing you take away as the memory of a room, remembering it long after you've left it."

pebble&co's bespoke amenities allow for exploration of a brand's creativity through scent, texture and aesthetics, a compelling offer that embodies the essence of their own brand story.

For more information on creating a bespoke fragrance collection call pebble&co on 0203 598 6129 or visit www.pebbleandco.co.uk