

# Groupe GM and Compagnie de Provence unite to redefine hotel amenities bringing provençal elegance

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**Groupe GM, the global leader in premium guest amenities, proudly announces a new exclusive hotel line** in collaboration with the iconic French brand Compagnie de Provence. Combining Groupe GM's worldwide reach and unmatched hospitality expertise with Compagnie de Provence's Provençal heritage, the collection reflects a shared vision of authenticity and refined simplicity. Inspired by natural ingredients and fragrances from the South-East of France, the line brings a distinctive sensorial signature to the guest experience.

## Inspired by Apothecaries *for a refined guest experience*



Founded in 1990 by two friends united by a passion for authenticity and the timeless spirit of Provence, Compagnie de Provence has built its identity by reinterpreting traditional Provençal savoir-faire through a contemporary lens. From its beginnings, the brand set out to modernise everyday essentials while preserving their original purity and craftsmanship.

Compagnie de Provence first reimagined the iconic cube of Marseille soap with a refined and modern aesthetic, before making history in 1999 by launching the world's first liquid Marseille soap, presented in an elegant glass bottle that has since become emblematic of the brand. Rooted in plant-based oils, natural ingredients, and responsible practices, the brand embodies a philosophy of simplicity, authenticity, and everyday care. More than a skincare brand, Compagnie de Provence expresses a contemporary art de vivre inspired by Provence, where light, nature, and sensorial pleasure come together to elevate daily rituals.

Inspired by the timeless codes of traditional apothecaries, the new hospitality line is enhanced by the fresh aromatic notes of Compagnie de Provence's Menthe Basilic line. From the minimalist packaging in warm amber tones to the botanical fragrance, every detail reflects a refined and timeless aesthetic. Blending notes of peppermint and Provençal basil, the scent evokes freshness and aromatic balance, creating a sensorial atmosphere that invites guests to slow down and enjoy a moment of care and comfort, within the intimacy of their hotel bathroom.

## Large-capacity solutions *for modern hospitality needs*

The Compagnie de Provence amenities range combines carefully developed formulas with up to 98% natural origin ingredients, all packaged in an environmentally conscious manner. The line contains two large, eco-friendly packaging options, including Groupe GM's revolutionary EcoFill and Ghost dispensers.

True to its name, Ghost is a dispenser mounted on a concealed rail, creating the captivating illusion that the product is floating. Its silhouette is inspired by the iconic bottle shape of Compagnie de Provence, reinterpreted for the hospitality environment. This clever large capacity dispenser holds 420ml and is crafted from sustainable sugarcane, lasting for approximately 40 days. Its design combines safety with ease of use, with every pump fully sealed to ensure product integrity. The Ghost range is available in shower gel, liquid soap, shampoo, conditioner, body milk, and hair and body gel, offering versatile options for every need.

2/3 The 400ml patented Ecofill dispenser system uses sealed, changeable pouches for a refillable, traceable solution that reduces waste and simplifies hotel operations. Featuring shower gel, liquid soap, shampoo, conditioner, body milk, and hair and body gel infused with the line's signature peppermint and basil fragrance. Designed for efficiency and ease of use, the dispenser features two visibility windows and enables quick refills; housekeeping can replace pouches in under 30 seconds by removing the top and inserting a new one. To suit a wide variety of interiors, hoteliers can choose between stainless steel or recyclable ABS wall brackets, with installation options using screws or double-sided tape, as well as secure locking systems available in screw or magnetic versions.

The line also includes a 40ml body milk, housed in sleek, plant-based tubes with caps made from recyclable material. Completing the collection is a 20g scented soap, RSPO-certified, and elegantly wrapped in recyclable cardboard packaging.

Compagnie de Provence's eco-designed amenity range is fully in line with Groupe GM's Care About Earth program and contributes to the corporate effort to lower its impact on the environment.



Discover the complete line

*"At Groupe GM, we are proud to join forces with Compagnie de Provence, a brand that embodies passion, heritage, and respect for nature. Together, we've crafted a hospitality range that goes beyond amenities; it's a celebration of authentic care and sustainability, designed to bring moments of calm and rejuvenation to every guest, while honouring our shared responsibility to protect the planet."*

**Laurent Marchand,**  
PRESIDENT OF GM GROUP