

Groupe GM and Isula join forces to launch an authentic and sustainable hotel line

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Groupe GM, the international leader in guest amenities, is excited to unveil its partnership with Isula, the Corsican fragrance house renowned for its authentic and evocative creations. This collaboration, a first between the two companies, has resulted in a unique hotel line that celebrates the essence of Corsica, encapsulating its vibrant heritage, dedication to quality, and the unspoiled beauty of the island's landscapes.

Reflecting Shared Heritage *and Common Passion*



Isula embodies a unique olfactory journey, born from the collaboration of Stéphanie, driven by a deep love of her native Corsica, and Paolo, a Tuscan economist turned perfumer driven by his passion for the island. Founded in 2007 and enriched by their union in 2016, the brand reflects a fusion of the rich heritage of Corsica and Tuscany with flourishing creativity. This alliance reflects the spirit of exploration and humanism of its founders and celebrates the wild beauty and authenticity of these lands through the art of perfumery.

The reflection of the founders' shared heritage and a common passion for the art of living through the scents of two emblematic regions inspired Groupe GM to create this exclusive hotel line, aimed at those who aspire to integrate authenticity and natural elegance into their daily lives. The fragrance chosen for the company's first hotel line in partnership with Groupe GM brings guests on a unique olfactory journey. It begins with a top note of floral and aniseed

essences, featuring the delicate scents of Chestnut Blossom and Corsican Lemon to capture the fresh, invigorating scent of the island at dawn. The heart of the fragrance plunges into Corsica's floral richness with Chestnut Bark to evoke the lush, diverse flora that adorns the landscapes of the island. Finally, the base note anchors the fragrance in woody, musky tones.

Eco-Design *Practices*

Designed with up to 98% natural ingredients, each product in the Isula hotel line tells a story, a journey to the heart of Corsica, evoking its rich landscapes and vibrant traditions. The new range features a delicate 20g RSPO-certified soap and 30ml and 70ml small format plant-based tube products with recycled plastic caps including, shower gel, shampoo, conditioner, and body lotion.

The new hotel line features large format dispensers such as the 300ml Ecopump dispenser crafted from recycled plastic and the new Ecofill Slim with a sleeker and slimmer design than its classic counterpart, making it ideal for smaller spaces while maintaining a modern, practical aesthetic. It features dual visibility windows for added convenience and provides a quick, efficient refill solution. Housekeeping can replace the sealed pouches inside the bottle in just seconds, ensuring a process that is easier, cleaner, and more efficient. The sealed refill pouches guarantee a safe, hygienic, and traceable dispensing system, significantly reducing the risk of bacterial contamination while preserving product integrity and promoting sustainability.

Isula'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. This initiative aims to reduce the impact of its products on the environment and contribute to sustainability to protect the planet for many generations.



Discover the complete line

"We are thrilled to partner with a brand as authentic and inspiring as Isula to introduce a distinctive, eco-conscious amenity line to our clients. This collaboration beautifully reflects the shared commitment of both our companies to quality, creativity, and sustainability. The Isula line offers hotels the opportunity to provide their guests with thoughtfully designed products that celebrate the rich heritage and natural elegance of Corsica, delivering a memorable sensory experience rooted in authenticity and care for the environment."

Laurent Marchand,
PRESIDENT OF GM GROUP