

Groupe GM partners with esteemed French skincare brand Typology to create its first hotel line

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The international leader in the guest amenity industry, Groupe GM, is proud to announce its collaboration with the French skincare brand Typology. This partnership marks Typology's debut in the hotel industry, leveraging its status as a digital native brand renowned for minimalistic, safe, transparent and natural ingredients formulations.

Eco-Design Practices *at the Forefront*



Typology, a pioneer in skincare, has entrusted Groupe GM with the development of its first-ever hotel line. This new hotel line mirrors Typology's commitment to sustainability, combining clean formulations with eco-friendly packaging that showcases the brand's minimalistic aesthetics and respectful ingredients. The products are designed not just to meet the needs of environmentally conscious travelers but also to provide them with a sophisticated experience that remains true to Typology's brand ethos of simplicity and quality.

The new Typology hotel line packaging translates Typology's DNA featuring monochromatic color schemes, clean lines, and refined design elements that reflect the brand's modern aesthetic.

Elevating the sensory experience, the hotel line fragrance captivates with top notes of orange and mandarin blended into delicate heart notes of mandarin flower and jasmine petals, all grounded by a warm base of vanilla and wood musk. This composition creates an inviting, memorable ambiance that resonates with the sophisticated traveler.

Commitment to Clean

Formulations and Sustainable Solutions

Continuing Typology's tradition of skincare, the hotel line formulas are tested under dermatological control and are free of PEG, sulfates, and silicones. They are also certified vegan, GMO-free, gluten-free, RSPO certified for solid soaps, and contain up to 98% natural ingredients.

Each formula in the line is enriched with panthenol (vitamin B5), valued for its hydrating properties, and camellia extract, known for its nourishing benefits. Additionally, the body lotion is further enhanced with shea butter, recognized for its nutritional qualities, perfectly aligning with Typology's commitment to simplicity and quality.

In line with its commitment to sustainability, the new range features eco-conscious packaging solutions, such as the patented large-format dispenser, Ecofill, designed to be both sustainable, clean and practical. This 300ml refillable aluminum dispenser uses sealed 8g recyclable mono plastic pouches to prevent bacterial contamination, ensuring product quality and traceability. The "Stay Clean" system optimizes the refilling process, increases housekeeping efficiency, and maintains superior hygiene and quality standards.

Completing the large format dispensers, the Typology hotel line features Groupe GM's Ghost dispenser in a new modern rectangular shape designed especially for this line, matching Typology's brand identity. Made from recycled plastic, this dispenser is mounted on a concealed rail to create a "floating" visual effect, enhancing the overall bathroom aesthetic. Small-format bottles made of recycled plastic and aluminum tubes of body lotion complete the hotel line.

The Typology hotel line is fully in line with Groupe GM's 'Care about Earth' program, reflecting a commitment to eco-responsibility. This initiative aims to reduce the impact of its products on the environment and contribute to sustainability to protect the planet for many generations. Eco-conception is at the heart of the program, to significantly reduce waste and the use of scarce resources. As an eco-responsible amenities supplier, Groupe GM consistently 2/3 prioritizes using green resources, favoring reusability, and reducing single-use plastic, leading the transformation of hotel amenities and setting new standards for environmental responsibility and operational excellence.



Discover the complete line

"We are delighted to work with such a renowned cosmetics brand like Typology. We are also proud that Typology trusted us for the launch of their first hotel line. This partnership will allow us to introduce more eco-friendly amenities to our clients, all while meeting the level of luxury and quality expected from Groupe GM. This line deeply reflects the core values of both our companies and enables hotels worldwide to pamper their guests with expertly crafted amenities with strong personal touches and attention to detail."

Laurent Marchand,
PRESIDENT OF GM GROUP