

Groupe GM announces a new collaboration with esteemed perfume brand MINE PERFUME LAB

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The international leader in the guest amenity industry, Groupe GM is proud to announce its collaboration with the esteemed fragrance house MINE PERFUME LAB. Known for its exceptional quality products, artisanal influences and handmade Italian craftsmanship, MINE PERFUME LAB joins forces with Groupe GM to introduce an exclusive hotel line designed to enhance the guest experience with distinct inspirations.

Refined *Italian Minimalism*



The MINE PERFUME LAB hotel line in collaboration with Groupe GM embodies the artisanal perfection at the heart of the perfume labs brand.

The line's aesthetic is marked by a modern and minimalist design with monochromatic color schemes, clean and sleek lines that reflect a deep appreciation for the craft of perfumery and refinement.

The signature fragrance Alleria, which captures the freshness of the sea and evokes the lightness of a sunny breeze, is the centrepiece of this new MINE hotel line by Groupe GM. The scent features head notes of rose, seawater, lilac and jasmine, heart notes of patchouli, and background notes of musk, tonka beans and vanilla.

Eco-design *practices*

The Mine Perfume Lab hotel line contains up to 98% ingredients of natural origin and features 30ml small format plant-based tube products with recycled plastic caps including, bath shower gel, shampoo, conditioner, and body lotion.

To further ensure safety and minimize environmental impact, the hotel line offers the safe and clean refillable large-format EcoFill dispenser with its sealed refill pouches for liquid soap and bath gels, which guarantee product origin and traceability while preventing bacterial contamination.

The range also features the 400 ml plant-based Ghost dispenser. As its name suggests, this 400ml dispenser is fixed on a hidden rail, creating the illusion that the product is levitating. Completing the collection are engraved solid soaps crafted from responsible materials.*

The MINE PERFUME LAB amenity range 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. As an eco-responsible amenities supplier, Groupe GM consistently prioritizes using green resources, favouring reusability, and reducing single-use plastic. Eco-conception is at the heart of the program, to significantly reduce waste and the use of scarce resources.





We are delighted to work with an innovative perfume brand like MINE PERFUME LAB 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