

Groupe GM introduces Floral Street's first-ever exclusive hotel line

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Groupe GM, the global leader in premium guest amenities, proudly announces the first-ever exclusive hotel line in partnership with the independent British fragrance brand Floral Street.

Leveraging Groupe GM's global hospitality expertise and Floral Street's bold, fresh, and sustainability-driven spirit, this innovative hotel amenity line will create a memorable and uplifting experience.

Redefining modern perfumery *with authenticity and purpose*



Founded by beauty powerhouse Michelle Feeney, Floral Street stands apart in a crowded market as a proudly British, independent brand reflecting Michelle's entrepreneurial spirit and forward-thinking vision. The company's mission is clear: to create fine fragrances that are accessible, eco-conscious, and empowering for modern women, while breaking away from outdated industry norms.

As a rising and culturally relevant fragrance brand, Floral Street has garnered increasing international recognition, leading to high-profile collaborations such as its collaboration with Netflix & Shondaland's *Bridgerton*. For Season Four, the brand created a floral gourmand fragrance, showcasing its ability to translate storytelling into distinctive olfactory experiences and further cementing its position within contemporary perfumery.

Further extending its universe, the brand now enters the hospitality sector with the launch of a hotel line developed in collaboration with Groupe GM.

At its heart, Electric Rhubarb blends sparkling English rhubarb with Island Gardenia and soft sandalwood. The fragrance perfectly encapsulates Floral Street's identity, where modern creativity meets classic British ingredients.

Rhubarb has emerged as the unexpected fragrance star of 2026, driven by what fragrance insiders are calling the 'garden realism' trend. This movement expands the world of florals beyond the flower itself, embracing the entire sensory landscape of the garden, from the snap of green stems to the zing of freshly cut rhubarb and the humid buzz of an allotment in full bloom. It is nature in high definition, juicy, unruly, and gloriously real, with rhubarb sitting firmly at the heart of this new fragrance movement.

A note from Michelle Feeney, Founder.

"Everyone's suddenly calling this 'garden realism', but at Floral Street we've been bottling that raw, cut-stem energy for years. Electric Rhubarb was already fizzing with fresh-picked brightness and bold florals long before the trend had a name. We didn't follow this movement - we helped spark it."

Complete sustainable range *tailored for modern hospitality*

Floral Street embodies a commitment to sustainability, individuality, and innovation, redefining modern perfumery with authenticity and purpose. This purpose is reflected in this brand new Hotel line through carefully developed formulas with up to 97% natural origin ingredients, all packaged in an environmentally conscious manner. This includes Groupe GM's innovative refillable Ecofill dispenser.

The 300ml patented Ecofill Aluminium dispenser system uses sealed, changeable pouches for a refillable, traceable solution that reduces waste and simplifies hotel operations. Its slim, space-efficient design allows it to integrate seamlessly into any bathroom environment, from compact urban hotels to more spacious luxury settings. Featuring handwash, body wash, shampoo, conditioner and hand & body lotion, all infused with Electric Rhubarb scent. 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.

The line also includes a 30ml hand and body lotion, housed in sleek, plant-based tubes with caps made from recyclable material. Completing the collection is a 20g scented soap, RSPO-certified, and enriched with glycerin, housed in a decorative, floral, recyclable cardboard packaging.



Partnering with Floral Street allows us to blend our global hospitality expertise with their bold vision for sustainable, authentic perfumery. This exclusive hotel amenity line embodies our shared commitment to innovation, environmental responsibility, and delivering an exceptional guest experience. We're proud that this collection not only elevates hotel amenities but also aligns perfectly with Groupe GM's Care About Earth program, advancing our mission to reduce environmental impact while delighting guests worldwide.

Laurent Marchand,
PRESIDENT OF GM GROUP

Floral Street'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.