

Groupe GM Brings the Power of Precious Stones to the Hotel Guest Experience with Gemology

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Groupe GM, world leader in hospitality products, is proud to announce its collaboration with the famous French perfume house: Fragonard.

Renowned for its outstanding heritage, exceptional products and craftsmanship embodying French excellence, Fragonard is partnering with GM Group to launch two exclusive hospitality product lines with distinct inspirations, each designed to perfect the customer experience.

The "Vrai" line captures the vibrant spirit of the Mediterranean coast, offering hospitality products that reflect the enchanting character of this region, while the "Figuier Fleur" line pays tribute to the charm of Provence, the birthplace of Fragonard. The "Figuier Fleur" line embodies the region's authentic beauty, bringing its elegance and serenity to hotels around the world.

From Stones to Science: *Gemology's Product Journey*



Fascinated by the beauty and mysteries of precious stones, Gemology founder Chrystelle Lannoy set out to explore their potential applications in cosmetics. Working alongside specialist researchers, the brand developed sophisticated liquefaction techniques designed to extract trace elements naturally present in minerals and incorporate them into cosmetic formulations.

Since its creation more than 13 years ago, Gemology has continued to explore these trace elements and their cosmetic properties through an approach the brand calls cutaneous oligotherapy. This expertise lies at the heart of its skincare products and professional spa treatments and provides the inspiration behind the Gemology hotel collection.

The collection is characterised by a floral and powdery fragrance. Fresh head notes of lemon, mint and violet give way to a delicate floral heart of hawthorn, lily of the valley and rose, resting on a warm base of vanilla, cedarwood and musk.

Mineral Science *in Every Hotel Moment*

Bringing Gemology's distinctive mineral expertise into the guest bathroom, the hotel collection transforms everyday care rituals into a refined sensorial experience. All products are enriched with a complex of sapphire and diamond extracts, giving the line its unique precious stone signature.

Sapphire is naturally rich in iron, a trace element known in cosmetics for properties associated with collagen production and skin firmness. Diamond is known for its soft-focus properties, helping to diffuse light and enhance the appearance of luminosity.

Together, these precious stone extracts bring a distinctive cosmetic and sensorial dimension to the collection. More than a conventional hotel care line, Gemology introduces guests to the brand's unique universe, where mineral expertise, cosmetics and sensoriality come together.

A Complete *Hotel Collection*

The newest addition to the collection is the 300 ml Ecofill dispenser, with an aluminium outer bottle, offering hotels a refined new presentation option that combines convenience with the collection's established quality. Unlike traditional filling systems, Ecofill reduces the risk of bacterial contamination. Its sealed refill pouches, made from just 8 grams of mono-material recycled plastic, secure the product's origin, quality, and traceability.

Alongside Ecofill, the Gemology hotel collection is available in Ecopump dispensers, featuring a plant-based bottle and bio-resin pump, as well as in 30 ml plant-based tubes with recyclable caps. These formats are offered for bath and shower gel, body lotion, shampoo, conditioner and hair and body gel. The collection also includes 20 g Mousse de Saphir soap and a 40 g massage soap, both RSPO-certified and presented in refined cardboard packaging.

Gemology's eco-designed hotel products are certified vegan, GMO-free and gluten-free by BIORIUS and contain up to 98% ingredients of natural origin. They form part of Groupe GM's Care About Earth programme, which contributes to the corporate effort to lower its impact on the environment.

For hotels wishing to offer guests an extended introduction to the Gemology skincare universe, a selection of individual skincare products is also available. These can be offered separately or combined in a customisable beauty case, with several suggested selections available. The offering can also be extended beyond the bathroom with a 100 ml home fragrance diffuser and a 50 ml home spray, both featuring Gemology's White Tea & Fig fragrance, bringing the brand's refined sensorial universe into hotel interiors.



Discover the complete line

Gemology brings a genuinely distinctive dimension to the hotel guest experience. By enriching every product with a complex of sapphire and diamond extracts, the collection introduces guests to the brand's unique mineral universe through refined and sensorial everyday rituals. As part of our Care About Earth programme, these carefully eco-designed products reflect our commitment to reduce environmental impact without compromising luxury, performance or guest wellbeing.

Laurent Marchand,
PRESIDENT OF GM GROUP