

Groupe GM Brings Compoz Paris' Personalised In-Room Scent Experience to Hospitality

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The exclusive partnership brings Compoz Paris' patented fragrance technology and personalised scent rituals to hotel rooms across Groupe GM's network in more than 80 countries.

Groupe GM, the global leader in hospitality amenities, is pleased to announce an exclusive partnership with Compoz Paris, an innovative French fragrance and wellbeing brand combining patented diffusion technology with refined design.

Together, the two companies are bringing a new olfactory dimension to the hotel guest experience through an intuitive and refined approach to personalised scent.

Through this partnership, Groupe GM will make Compoz Paris' technology available to its international hospitality network across more than 80 countries, extending access to a distinctive in-room fragrance experience that moves beyond the traditional hotel signature scent and allows each guest to choose an atmosphere that suits their mood or moment.

As travellers increasingly look for stays that feel more personal, immersive and attuned to their wellbeing, hotels are embracing new ways to further personalise and enrich the guest experience. By allowing guests to choose the scent atmosphere around them, Compoz Paris adds a more sensory dimension to the stay, creating moments of comfort, relaxation and escape that can be tailored to each individual.

French Fragrance *and Patented Technology*



Founded by fragrance and innovation enthusiasts Aymeric Wuidart, David Lopez Bonet and Xavier Pourcines, Compoz Paris was developed following five years of research and development around a shared ambition: to rethink how fragrance can be created, personalised and experienced.

The brand developed patented technology enabling the real-time blending and diffusion of fragrance composition in one click, bringing together olfactory expertise, digital innovation and intuitive use. Inspired by the natural movement of scent through the air, Compoz Paris technology releases fragrance molecules without heat, water, alcohol or combustion, creating a clean and refined olfactory experience with no lingering scent once diffusion has stopped.

Compoz Paris built its original olfactory repertoire around natural-origin essential oils sourced from renowned producing regions around the world, including ylang-ylang from the Comoros, jasmine from Egypt, patchouli from Indonesia, lavender from Provence or bergamot from Calabria.

A New Olfactory Dimension *for the Guest Experience*

At the heart of the experience is **Le Compositeur**, Compoz Paris' connected fragrance diffuser powered by patented real-time blending technology.

For the Groupe GM hotel collection, the system works with a curated set of five fragrance capsules: Verbena & Musk, Fig & Sandalwood, Jasmine & Neroli, Incense & Spices, and Amber & Chai.

The experience is designed to be effortless for both guests and hotel teams. Once the set of five capsules is inserted, Le Compositeur is ready to use. Guests simply browse the available scent experiences on the integrated touchscreen and select the atmosphere they prefer. The system automatically blends the capsules to recreate and diffuse one of ten distinctive scent ambiances, from the fresh and uplifting Mist of Sun to the woody warmth and comfort of By the Fireplace or the aromatic escape of Nature Detox.

Unlike conventional room fragrance systems that can leave a lingering scent in the air, Le Compositeur is designed for fragrance diffusion without remanence. Guests can enjoy the atmosphere they choose during their stay without imposing the same fragrance on the next guest, making scent a more personal and flexible part of the experience.

Its plug-and-play format requires no complex set-up, making it straightforward for hotel teams to introduce into the guest room and intuitive for guests to use throughout their stay.

French Design Meets *Luxury Hospitality*

Le Compositeur has been conceived not only as a fragrance diffusion device, but also as an interior object. Elegant, sculptural and carefully designed, it blends naturally into refined hotel interiors rather than appearing as a technical device.

Its design, created by Alnoor Mitha de Bharat, received international recognition with a Red Dot Award in 2020.

Available in lacquered, natural wood and leather finishes, Le Compositeur can be selected to complement different interior styles, with bespoke finishes also available for more customised projects. Designed for enclosed spaces, Le Compositeur can be used across hotel rooms and suites, spas, and meeting rooms, with optimal fragrance diffusion indicated for spaces from approximately 5 m² to 70 m².



A Shared Approach *to Responsible Design*

The exclusive partnership also brings together Groupe GM and Compoz Paris around a shared consideration for product design, sourcing and resource use.

Groupe GM's long-standing commitment to responsible hospitality through its Care About Earth programme aligns closely with Compoz's sustainability-focused approach. The brand exclusively uses essential oils of natural origin and supports responsible sourcing practices designed to protect both communities and ecosystems.

In addition, used Compoz capsules are recovered and processed through the company's NATUCARE programme, allowing approximately 80% of materials to be reused in manufacturing while ensuring the remainder is fully recycled.

[Discover the complete line](#)

Our partnership with Compoz Paris opens a new olfactory dimension within the hotel guest experience. By combining Compoz's patented fragrance technology and refined French design with Groupe GM's hospitality expertise and international network, we can offer hotels a genuinely distinctive way to personalise the in-room experience. Guests can choose the scent atmosphere that suits their mood or moment, while hotels benefit from a solution designed to integrate naturally into their guest offering.

Laurent Marchand,
PRESIDENT OF GM GROUP

When we created Compoz Paris, our ambition was to provide each client with the scents they love, in a fully personalised and natural way. We soon understood that hospitality specialists were looking into enhancing the guest experience and wellness. Today, Groupe GM's hospitality expertise and international reach gives us a unique opportunity to bring that vision to life providing all hotels around the world with a scent solution that is intuitive for both guests and hotel teams

Aymeric Wuidart,
CEO OF COMPOZ PARIS