

## Press Release

May 2018

# Hotel Eden Launches New Sensorial Experience with Campomarzio70



**London** – Dorchester Collection’s Roman property, Hotel Eden, has announced a unique collaboration with niche fragrance company, Campomarzio70, to create a new immersive cocktail experience, the *Fragrance Bar*.

Available until Monday, December 31, 2018, one of the bookcases within the hotel’s lobby lounge bar, La Libreria, will be transformed to showcase three glass cloches, changing seasonally to unveil a total of nine by the end of the year. Each glass dome will hold a sculpture and ornate floral decorations, depicting the ingredients of three different perfumes selected by Campomarzio70.

Exclusively for the partnership, Hotel Eden’s bar manager, Gabriele Rizzi, has created a range of light, floral, spicy and aromatic cocktails, inspired by each of the fragrances. Those visiting La Libreria will be encouraged to choose their favourite scent from each glass case, besides which a bottle of perfume will display the name of its partnered cocktail. At the end of the experience,

The Dorchester, London | 45 Park Lane, London | Coworth Park, Ascot | Le Meurice, Paris | Hôtel Plaza Athénée, Paris  
Hotel Principe di Savoia, Milan | Hotel Eden, Rome | The Beverly Hills Hotel, Beverly Hills | Hotel Bel-Air, Los Angeles | Dubai (opening 2020)

# Hotel Eden

## Rome

Dorchester Collection

guests will receive a small sample of their chosen perfume and the name will remain a secret, only to be revealed upon entering one of Campomarzio70's boutiques in Rome and throughout Italy.

Changing seasonally for spring, summer and autumn, the olfactory experience will launch in May 2018 with three cocktails: *Il Sole In Una Stanza*, a base of gin, dry sherry and Limoncello; *Primavera ad Amalfi*, a concoction of vodka, Solerno, Aperol and cinnamon extract; and *Tropico dell'Eden*, a non-alcoholic cocktail of mango and citrus fruits from Hotel Eden.

The *Fragrance Bar* will be available daily and the cocktails are priced at €23. To make a reservation, please call +39 064 781 2765 or email [libreria.HER@dorchestercollection.com](mailto:libreria.HER@dorchestercollection.com).

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### Hotel Eden, Rome

Located in the heart of Rome, Dorchester Collection's Hotel Eden is just a short stroll from the legendary Spanish Steps and picturesque Villa Borghese. This elegant city oasis dates back to 1889 and throughout its illustrious history has welcomed royalty, dignitaries and numerous celebrities. After an extensive 17-month restoration, Hotel Eden opens as enchanting as ever in April 2017, offering 98 rooms and suites with an exquisite design and blending contemporary features with the authentic Roman style of the property. A dynamic food concept captivates guests with a new vibrant atmosphere, enhanced by panoramic views of the skyline of the Eternal City and the majestic St Peter's Dome. A new urban spa, complete with four suites, provides pampering signature treatments and wellness offerings, alongside a blow-dry bar and a manicure and pedicure space.

### Dorchester Collection

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the US, each of which reflects the distinctive culture of its destination. By applying its unrivalled experience and capability in owning and operating some of the greatest individual hotels, the company's mission is to develop an impeccable group of the finest landmark hotels through acquisition as well as management of wholly-owned and part-owned hotels, and to enter into management agreements.

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# Hotel Eden

## Rome

Dorchester *Collection*

The current portfolio includes the following hotels: **The Dorchester**, London; **45 Park Lane**, London; **Coworth Park**, Ascot, UK; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Hotel Principe di Savoia**, Milan; **Hotel Eden**, Rome; **The Beverly Hills Hotel**, Beverly Hills; and **Hotel Bel-Air**, Los Angeles. [dorchestercollection.com](http://dorchestercollection.com)

### Campomarzio70

At Campomarzio70, the Italian leading artistic and niche fragrances retail and distribution company, a shared passion for perfumery has been handed down from father to son for four generations adding to the retail activity which has been flourishing in the heart of Rome since the Forties the exclusive distribution of artistic fragrances and high end skincare. In 2016 the first foreign franchise was opened in Sofia, while in December 2017 the opening of The Essentialitaly, in Monaco, a new concept by Campomarzio70, was created to promote the excellence of made in Italy perfumery and design abroad. To keep on spreading the 'essential culture'.

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