

## PRESS RELEASE

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### Sevessence creates a 100% natural and organic perfume for Vatel

**Vatel is the leading global Group in hotel and tourism management education, and has decided to give its establishments a 100% natural and organic olfactory signature. Sevessence and its fragrance artist Jean-Charles Sommerard have created a tailored perfume to spread the spirit and values of Vatel in the schools of the Group.**

#### The art of hospitality as a scent

Vatel is present across the world with 30 schools, over 7,000 students and some ten hotels, spas and restaurants, and the art of hospitality is one of its core values and teaching priorities. That is why the management of the group wanted to give their establishments a 100% natural olfactory identity, based on organic essential oils, so as to put their students, employees and customers into an environment of wellbeing.



To compose a fragrance that conveys the art of hospitality and the transmission of knowledge, the Vatel Group commissioned Sevessence and its fragrance artist Jean-Charles Sommerard. The French company is specialised in custom-designed and organic sensory marketing and develops olfactory identities for the shopping centres of Unibail-Rodamco (Carrousel du Louvre, Les Quatre Temps, Forum des Halles...), the Institut du Monde Arabe and a number of stores, spas and hotels.

**Helen Lalitte, Managing Director of Sevessence (formerly Marketing Director of Ibis Hotels):** *"The hotel industry is increasingly turning to us to reinforce their brand identity and improve the experience in their establishments. In the century of sustainable development and in an age of environmental standards, a natural and organic olfactory signature makes a great difference, offering a feeling of wellbeing for hotel guests and employees alike."*

#### Towards deployment in international markets

The Vatel perfume is a fresh and lively composition made with organic essential oils and is currently in place in three schools (Lyon and Nîmes in France, and Martigny in Switzerland) and is also supplied in an air freshener spray form for the Vatel Hotel&Spa\*\*\*\* in Nîmes. The aim is to eventually deploy the fragrance in all the establishments of the Group.

**Alain Sebban, founder and chairman of the Vatel Group:** *"Today, the olfactory signature has become a key component of a brand, especially in the prestigious hotels and the world of luxury goods for which our students are being prepared. That is why Vatel had to have its own signature, because we teach them about all the components of a strong and durable brand. At the same time, we were anxious to stay faithful to the principle of sustainable development, which is transmitted in the various subjects we cover. Commissioning Sevessence to develop the olfactory signature of Vatel was thus the way to go."*

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**Sevessence** operates in high-end essential oils and sensory marketing. With the help of its perfumer and aroma composer Jean-Charles Sommerard, Sevessence offers solutions to companies who want to reinforce their identity and bring wellbeing into their premises: the creation of a 100% natural olfactory signature and personalised products made from essential oils and floral water (individual perfumes, room sprays, candles, blends etc.). Website: [www.sevessence.com](http://www.sevessence.com).