

Press Release

ADA International launches new amenities range custom-made for the most iconic hotel in London: the Penhaligon's Savoy Steam range for The Savoy.

Kehl/Germany, April 2018 – Building on Penhaligon's recent new fragrance: Savoy Steam, ADA International has created a complete hotel cosmetics range for The Savoy. After a year of development, in close collaboration with Penhaligon's and The Savoy, the new amenities programme will be implemented from the beginning of April.

ADA International and Penhaligon's created hand in hand the beautiful Savoy Steam range for The Savoy. The scent is inspired by the steam baths which were once adjacent to the historic hotel. Eucalyptus and Rosemary reproduce the aromatic freshness of revitalizing ointments, while Bergamot and Lemon Primofiore recall the sensation of a traditional cologne friction. In the dry down, White Cedar and Fir Balsam, embodying the water-filled blond woods of the Hammam, diffuse their warm resinous notes with the help of warm incense. ADA International and Penhaligon's have collaborated to provide The Savoy guests an unparalleled bathing experience with a complete collection of luxury amenities.

The Savoy is one of the world's iconic hotels and provides the glamour of yesteryear with the functionality of today. Originally opened in 1889 the hotel has made its place in history, hosting royalty, world leaders and legends of the stage and screen.

Penhaligon's 147 year heritage is at the heart of everything they do, creating innovative fragrances that tell a story, taking inspiration from the unexpected and their precious archives. True to William's founding principles, they continue to create inspiring products of the highest quality imbued with the elegance of their heritage, delivering their story with integrity, personality and sophistication.

ADA International has been setting standards by manufacturing and selling high-quality body care products for hotels and their discerning guests for more than 35 years. Being one of the leading suppliers of hotel cosmetics, ADA has always set itself the task of making its luxury and lifestyle brands a true experience for hotel guests all over the world.

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The new hotel cosmetics collection Savoy Steam will be implemented throughout The Savoy, in all rooms, suites and spa.

About ADA International

ADA International develops, produces and distributes high quality hotel cosmetics and innovative dispenser systems for international 3-star to 5-star hotels. The company, with its corporate headquarters in Kehl, Germany, has a presence in over 50 countries in Europe, the Middle East, Asia and the United States. A strong product portfolio with trending lifestyle concepts, exclusive luxury and designer brands as well as sophisticated dispenser systems and more than 600 employees worldwide all contribute to the company's ranking among the leading suppliers in this field.

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