

Press Release

Encapsulate The Heart of the Mediterranean: Floris Cefiro Luxury Hotel Collection – Exclusively by ADA International

Kehl/Germany, October 2018 – Floris Cefiro is a hotel cosmetics collection that transports your senses to the beauty of a lush Mediterranean courtyard brushed with a fragrant warm breeze.

Floris London is a quintessentially British brand synonymous with a unique artisanal approach to perfumery. Floris fragrances are hand-crafted with distinction and a love of detail, earning the brand a discreet but worldwide following amongst royalty, celebrities and those in-the-know. Floris London can be found in the best purveyors globally with a growing presence in over 40 countries.

The exquisite Floris Cefiro fragrance is both fresh and warming – a perfect fusion of citrus, spicy and floral notes. Crisp lemon and lime punctuated with bergamot and mandarin, warmed by spicy notes of cardamom and nutmeg on a fresh floral jasmine heart that leads to a clean, musky, woody base.

This luxurious collection has been created in contemporary tubes and comprises of 30ml shower gel, body lotion, shampoo and conditioner and a 30g soap. Delight your guests with the best kept secret in perfumery – a truly unique and exclusive fragrance from the master perfumers of Floris London

Available exclusively from ADA as of September 2018, the leading manufacturer of modern hotel cosmetics is delighted to partner with this iconic brand.

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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 700 employees worldwide all contribute to the company's ranking among the leading suppliers in this field.

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