



CONNAUGHT



THE CONNAUGHT CANDLE

BY ROJA PERFUMS

The Connaught, the landmark hotel in Mayfair has partnered with British Master Perfumer Roja Dove to create a bespoke perfumed candle which encapsulates the creative essence of the hotel.

Dove worked closely with the Connaught's General Manager, to best understand and capture the historical legacy of the hotel coupled with its contemporary flair. Roja opened up his bespoke fragrance service to the hotel guiding them through a labyrinth of ingredients in search for a scent that triggered an emotion that discreetly the Connaught's quality of service, heritage and modernity.

The Connaught Candle by Roja Dove combines a rich bouquet of Rose, Jasmine, Orange Blossom, Hyacinth, Heliotrope, and Violet sublimated by a blend of Cedarwood, Sandalwood, Birch, and Palisander Wood. It is further warmed by Patchouli and Mosses, on a soft, sensual base of Amber, Vanilla, Tonka Bean, and Myrrh, made sensual by Cistus and Leather, the whole freshened with a note of citrus Bergamot.

Roja Dove comments: “Whenever I stay at the Connaught, I am overwhelmed with a sense of reassurance. From the doormen to the decor, the whole experience makes me feel like everything is right in the world. I wanted to reflect these hallmarks within the scent, so that you’ll have an olfactory memory of that special Connaught encounter, long after your visit.”

The Connaught’s General Manager, Massimiliano Binda comments: “It was an honour working with one of the world's most respected master perfumers, Roja Dove. The hotel holds such long-established traditions we felt it important to create a fragrance that encapsulated our heritage and inspired new experiences. Nothing captures the imagination and evokes memories more than a scent.”

The packaging chosen for the Connaught candle comes from a recently launched artwork by Kristjana S Williams which serves as the central inspiration for the hotel’s new brand identity. Referencing the Connaught’s history and modern features, the original three-dimensional artwork now hangs in Espelette restaurant.

The Connaught Candle by Roja Parfums was crafted by Roja Dove and the Connaught and each cost £85 available to purchase at the Connaught.

For further information, please contact:

The Connaught

Paula Fitzherbert or Christina Norton

Phone: +44 (0) 207 201 1607 / 207 201 1618

pfitzherbert@maybourne.com

cnorton@maybourne.com