

# ● | HOTEL COLLECTION

BRING THE HOTEL HOME



BRAND DECK







## Brand Promise

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Have a five-star vacation from the comfort of your home.

## Brand Positioning

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Luxury Hospitality  
Home Fragrance  
Smart Home Technology

Hotel Collection is a luxury home fragrance and lifestyle brand headquartered in Miami, Florida. The company specializes in hotel-inspired scents, smart diffusers, candles, room sprays, laundry products, bedding, and home accessories. Its core promise is helping consumers recreate the atmosphere of luxury hotels in their own homes.

# TARGET AUDIENCE

• Age:

**25–45**

• Income:

**\$100K+**

• AOV:

**\$150**

Key Urban Demographics

New York   Chicago   Los Angeles  
Miami   Dallas





# DISTRIBUTION

**CUSTOMERS**

6M+ SERVED

**COUNTRIES**

22

**RETAIL**

33 STORES

**ORDERS**

140K+ MONTHLY





# RETAIL STORES

# 32

## RETAIL SHOPPING EXPERIENCES





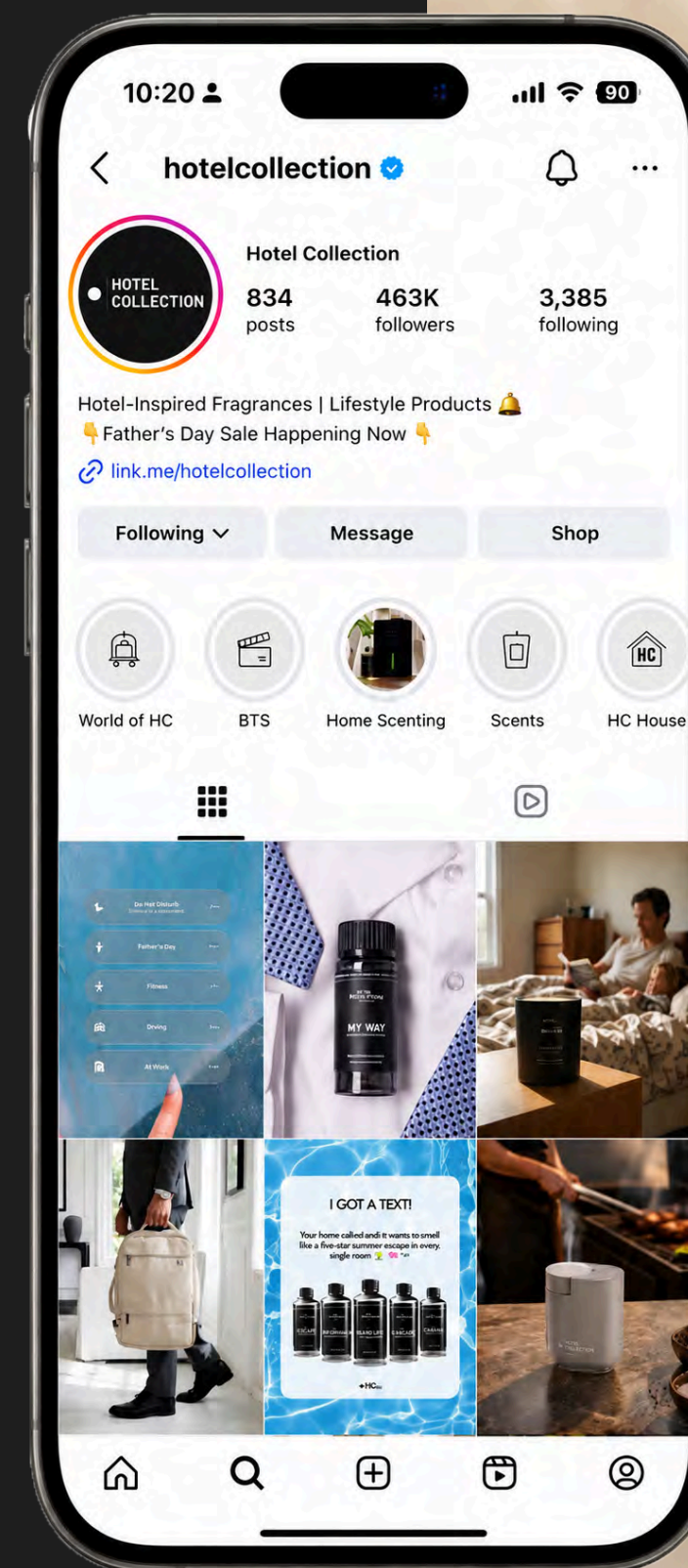
# SOCIAL MEDIA

Since 2021, our social platforms serve as a powerful channel for **product discovery**, **customer engagement**, and ongoing **brand visibility** across a highly engaged audience.

40M+ VIEWS

150K+ INTERACTIONS

436K+ FOLLOWERS



# TOP SCENT COLLECTIONS



**Dream On**

Inspired by: Westin  
Hotels®



**Black Velvet**

Inspired by: The EDITION  
Hotel®, New York



**My Way**

Inspired by: 1 Hotel®,  
Miami Beach



**Cabana**

Inspired by: The Ritz  
Carlton®



**Sweetest Taboo**

Inspired by: The Aria  
Hotel®, Las Vegas



# CORE PRODUCT





# WEB & MARKETING SUPPORT

HOTEL COLLECTION

*Spring*  
INTO LUXURY

Luggage Bundle

NOW ONLY  
**\$429.37**

Every Moment, Perfectly Packed

OFFICIAL LICENSEE  
Disney ETIQUETTE MUSEUM OF ICE CREAM

Gift His Signature Scent

HOTEL COLLECTION

*the*  
**DAD**  
COLLECTION

24K MAGIC  
DREAM ON  
MY WAY

Luxury Scents Inspired by 5-Star Hotels

OFFICIAL LICENSEE  
Disney ETIQUETTE MUSEUM OF ICE CREAM

HOTEL COLLECTION

THE REFILLABLE  
EXPERIENCE  
IS BACK

Studio Scent Diffuser

**FREE**  
With Oil Subscription

More Control. More Options. More Freedom.

OFFICIAL LICENSEE  
Disney ETIQUETTE MUSEUM OF ICE CREAM

HOTEL COLLECTION

INTRODUCING  
**THE LOFT**

**FREE**  
With Oil Subscription

Luxury Lives Here. **The Loft.**

OFFICIAL LICENSEE  
Disney ETIQUETTE MUSEUM OF ICE CREAM

Mother's Day  
SALE

Diffuser Oil  
NOW AS LOW AS  
**\$30**

Luxury Scents Inspired by 5-Star Hotels

OFFICIAL LICENSEE  
Disney ETIQUETTE MUSEUM OF ICE CREAM

HOTEL COLLECTION | MUSEUM OF ICE CREAM

Bring the  
**MUSEUM OF ICE CREAM**  
Home

Enjoy 5-Star Sweetness

OFFICIAL LICENSEE  
Disney ETIQUETTE MUSEUM OF ICE CREAM



# COLLABORATION PARTNERS





# LICENSING CATEGORIES

## HOME

FRAGRANCE  
LAUNDRY  
BEDDING

## PERSONAL

PERFUME  
BODY CARE

## LIFESTYLE

TRAVEL  
KITCHEN &  
BARWARE  
WINE  
ACCESSORIES

## TECHNOLOGY

APP  
INTEGRATION  
WIRELESS  
DEVICES





# PRODUCTS AVAILABLE

- Home Fragrance ( Candles, Diffusers, Room Sprays)
- Scented Laundry
- Car and Auto Scents
- Perfume, Cologne, Body Misy
- HBA, Body Lotions, Soaps
- Night Time Rituals
- Kitchen, Glassware, Barware
- Wine & Wine Accessories
- Home Fashions and Bedding
- Luggage & Travel Accessories



# INQUIRIES

THE B<sup>R</sup>AND LIAISON  
OPENING DOORS. CLOSING DEALS.

**Steven Heller**

561-302-7838

Steven@TheBrandLiaison.com

**[www.TheBrandLiaison.com](http://www.TheBrandLiaison.com)**