

The Ultimate Luxury in Hotel Guest Cosmetics

Asprey and ADA Cosmetics announce updates to the Purple Water amenities Collection

Exciting updates include new formulations, packaging and new products soon to be launched with sustainability at their core.

British luxury goods purveyor Asprey and leading cosmetics manufacturer ADA Cosmetics have ambitious plans. Together they are elevating Asprey's Purple Water offering to a new level, for luxury hotels worldwide.

Kehl/Germany, June 2022. Leading manufacturer ADA Cosmetics has been producing high-quality hotel cosmetics for the British luxury brand Asprey for almost a decade. Targeted at luxury hoteliers internationally who wish to pamper their guests with extraordinary quality, Asprey's amenities have an improved aesthetic and formulation coupled with the timeless signature scent of Asprey's, Purple Water. Other new developments, such as accessories and new beauty products, are also in the pipeline.

ADA Cosmetics and Asprey are linked not only by their close partnership, but also by a shared commitment to the environment, ensuring the products themselves, as well as the packaging, are equally sustainable and meet the most up to date industry regulations. This also applies to the formulas, which comply fully with the current cosmetic standards and contain no questionable ingredients. Thus, they both emphasize environmental compatibility when developing new products. The Asprey Purple Water pump dispenser has been redesigned and will now be made of 100% post-consumer recycled (PCR) plastic with a market launch planned for July 2022. The production of mini-bottles and tubes is also being gradually transitioned to recycled plastic.

Asprey has an extraordinary 240-year history and is renowned for its high level of craftsmanship. The company also creates bespoke products for its discerning clientele. "There is a reason why this brand is an official supplier to the British Crown," declares Gerd von Podewils, CMO of the ADA Group, "With their fine sense for style, quality and design, Asprey holds a leading position in our brand collection." He emphasizes that ADA is very proud to continue its support of the brand and looks forward to bringing this exquisite example of British tradition to the global luxury hotel industry.

Ciara Hurley-Stewart, Asprey's Vice President Global Partnerships and New Business Development adds: "Our ambition is to create unforgettable memories for our clients. ADA Cosmetics is a trusted partner, who shares our values, we are confident that our Asprey Purple Water collection will deliver an extraordinary experience for luxury hotel guests around the world."

ANNEX

Copyright: ADA Cosmetics

The exclusive Purple Water collection is based upon the iconic scent from the British luxury brand Asprey. Learn more at ada-cosmetics.com.

Beginning in April 2022, the luxury cosmetics line Purple Water from Asprey will also be available in a redesigned and environmentally friendly pump dispenser. The bottle will be made entirely of PCR plastic.

Asprey

Asprey is a British retailer of jewellery, leather, silver, and other luxury goods. Founded in 1781, the House has historically been recognized as one of the world's pre-eminent luxury goods brands and has a substantial client base of members of royalty, heads of state and important actors on the world stage. For over two centuries, Asprey has been regarded as a top British luxury lifestyle brand offering a broad product assortment including jewellery, leather goods, accessories, silver, watches, clocks, china, crystal, games, silk and accessories. At present, Asprey holds a Royal Warrant from HRH Prince of Wales for jewellery and silver. The company's flagship store on Bruton Street in London is one of the city's must-see destinations. Asprey's designs and services can be accessed from their boutiques worldwide, from London to St. Moritz to New York.

ADA Cosmetics

ADA Cosmetics has been developing and producing high-end hotel cosmetics and dispensing systems for the hotel industry for more than four decades. The company currently serves around 20,000 customers worldwide. Key accounts for Europe's leading supplier are primarily 3 to 5-star hotels. ADA Cosmetics' portfolio includes more than 20 brands: from economy to luxury and from mainstream to boutique-style, as well as bio-certified natural cosmetics and renowned international designer brands. ADA Cosmetics is also an innovator and market leader specializing in modern hygienic dispenser systems.

The entire value chain of the ISO 14001 and Cradle-to-Cradle certified company is geared towards environmentally friendly, sustainable business practices. With headquarters in Kehl, Germany and 700 employees worldwide, the company is active in more than 50 countries in Europe, the Middle East, Asia, and the USA. www.ada-cosmetics.com

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