

# Valencia Group Hotels Unveils Signature Scents Line

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SAN ANTONIO—Just in time for the holiday season, hotel operator Valencia Group in November debuted a signature scents line, consisting of premium room sprays and candles. Guests can check out with an aromatic reminder of their stay at any Valencia Group property.

The line will soon be available via a new Valencia Group retail website alongside custom olive oils, bedding and robes. The website, [www.valenciaathome.com](http://www.valenciaathome.com), will launch in January.



An assortment of items in Valencia Group's scents line

In development for more than a year, the scents were created in partnership with Soular Therapy, based here, a company in the luxury home and personal care arena. The unisex fragrances were created to capture the independent style and personality of each of the hotel collection's three brands.

"Indulging the senses is key to every Valencia Group stay, and the goal was to create fragrances that would capture the independent style and personality of each of the collection's three brands," said Amy Trench, corporate director of advertising, promotions and public relations, Valencia Group. "We want our guests to have an aromatic reminder of their stay, conjuring up the memories of their hotel experience."

The Sorella brand, with locations in Houston (Hotel Sorella CityCentre) and Kansas City (Hotel Sorella Country Club Plaza), will feature Linobello, a crisp Malaga lemon essence and laurel leaf scent. "We feel this scent really played into the brand," said Trench. "Sorella is Italian for sister, and Sorella is the sister brand to Valencia with its Mediterranean description and influence."

The Valencia brand, with locations in San Antonio (Hotel Valencia Riverwalk) and San Jose (Hotel Valencia Santana Row), will feature Sevilla, a citrus-based scent with lavender and bergamot notes. "This brand pays homage to the name Valencia with its sweet orange namesake," said Trench.

And, the Courts brand introduced the scent 1952, a fragrance of leather, smoky sandalwood and vanilla. "It will initially be featured at Lone Star Court in Austin," Trench noted.

"Smell has an incredible emotional impact that triggers a wonderful feeling of nostalgia," said Trench. "We would like the Valencia Group experience to be one that travels with our guests well beyond their visit, and we're excited to bring them back to their favorite places with our new signature scents line."

—Christina Trauthwein