



GUERLAIN

PARIS

Dear Editors,

When two historic houses unite around a shared vision of beauty, excellence and hospitality, exceptional experiences are created. This summer, **GUERLAIN** and the **Beau-Rivage Palace** Lausanne open a new chapter in their partnership, inviting guests to experience the shores of Lake Geneva in a truly unique way.

Since its opening in 1861, the Beau-Rivage Palace has been regarded as one of Europe's most prestigious hotels. Nestled within four hectares of parkland directly on the shores of Lake Geneva, the legendary property embodies Swiss luxury, timeless elegance and a level of service that transforms every stay into an unforgettable experience. The relationship between GUERLAIN and the Beau-Rivage Palace goes far beyond a simple collaboration. Both houses share a passion for exceptional craftsmanship and uncompromising quality. With the opening of the **Guerlain Spa** in 2024, this connection became tangible for guests for the first time and has since become an integral part of the Beau-Rivage experience.

In summer 2026, this partnership will be brought to life through a unique seasonal activation. Under the theme "**One Moment, A Lifetime Memory**," GUERLAIN transforms the Beau-Rivage Palace into a place of discovery, inviting guests to explore the Maison's world and its new **Les Eaux fragrance collection**. At the heart of the experience is an artistic installation in the hotel lobby, celebrating both the values of the Maison and the beauty of the destination while encouraging visitors to discover GUERLAIN and the Les Eaux collection through their senses. The installation will be on display from **July 7 to August 31**.

A particular highlight is the very first "**Plage Guerlain**" at the **Beau-Rivage Palace pool**. **From June 25 to August 31**, guests are invited to enjoy a summer of lightness and elegance in an exclusive setting, featuring a daily fragrance discovery experience centred around the new Les Eaux collection. The pool area becomes a place of encounter where the art of living of the Beau-Rivage Palace and the sensorial world of GUERLAIN come together in a unique way.

Throughout the hotel, the Maison also adds a series of thoughtful touches: from exclusive gifts for hotel and cottage guests to carefully designed surprises for younger visitors. The experience is complemented by the presence of the Les Eaux collection in the hotel boutique, inviting guests to discover the new fragrance creations more closely.

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