

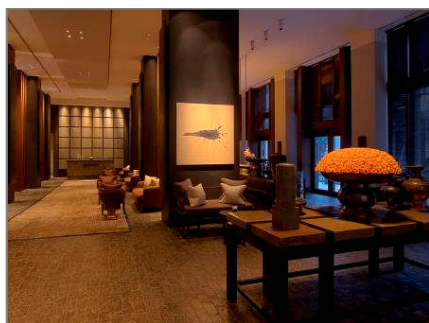
THE SETAI

MIAMI BEACH

ROJA

P A R F U M S

THE SETAI, MIAMI BEACH AND ROJA PARFUMS UNVEIL BESPOKE SIGNATURE FRAGRANCE PARTNERSHIP



NEW YORK (December 9, 2013) - [The Setai, Miami Beach](#) and [ROJA PARFUMS](#) are excited to announce an exclusive alliance that has seen Master Perfumer Roja Dove, of ROJA PERFUMES, curate a bespoke fragrance for the luxurious oceanfront property. Launched throughout this month, the orange-inspired Neroli-based signature scent is infused throughout all areas of the much-coveted Miami Beach luxury hotel. Inspired by the elegance and refinement of The Setai, Miami Beach, Roja Dove's custom scent also utilizes a new full line of bathroom amenities, all of the hotel's Art Deco and Tower guest suites, and includes shampoo, conditioner, shower gel, moisturizing body milk and hand soap. The bright fragrance is also used in an opulent candle with 24-carat gold coated lid and handmade packaging, which retails at \$125, exclusively offered at The Setai, Miami Beach.

"We are thrilled to unveil the exclusive partnership between legendary perfumer Roja Dove and The Setai, Miami Beach," said Guenter Richter, Vice President and Managing Director of The Setai, Miami Beach. "Working with the former 'nose' of Guerlain was a long-awaited opportunity. I empowered Roja to create a bespoke scent that embodies our oasis of tranquility. Much like our esteemed clientele, Roja appreciates the finer things in life and strives for the very best. His interpretation of our exquisite hotel has been preserved for our guests to enjoy while staying with us and when they return home, as well."

"I chose Neroli as the basis for The Setai creation, as the orange, from which it comes, is so meaningful to Florida," said Roja Dove. "I believe that it is a wonderful material that is sensual and refreshing, masculine and feminine, and therefore well-suited as a starting point. I personally spray Neroli on my bed linen, especially my pillows as it induces a fantastic state of wellbeing—perfect when staying at The Setai. As Miami has beautiful weather year-round, I decided to add some very precious materials such as Litsea Cubeba, which adds to the fresh citrus aspect of the Neroli and stops it being too sweet without removing its sensuality. The heart of the creation also has whispers of precious Rose de Mai and Jasmine de Grasse to add a subliminal feeling of luxury. I have worked these with Geranium, Clove Leaf, and Lemongrass to give a contemporary edge and add to the freshness."

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Top notes: Neroli, Litsea Cubeba, Bergamot, Lemon, Orange, Petitgrain and Fleurs d'Oranger

Middle notes: Rose de Mai, Jasmine de Grasse, Geranium, Clove Leaf and Lemongrass

Base notes: Vetiver, Patchouli, Oakmoss, Ambergris and Musk

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About The Setai, Miami Beach: Ranked as “The Best Hotel in Miami” by *Condé Nast Traveler* magazine’s 2013 “Readers’ Choice Awards,” The Setai, Miami Beach is an integral part of Miami’s social, cultural and architectural Art Deco heritage. The 120-room Asian-inspired hotel will emerge in late-November 2013 from a multi-million dollar revitalization to its iconic pools and pool deck. Embracing the serene Far East cultural style, The Setai features a refreshing balance between the sizzling South Beach scene and a tranquil tropical hideout. Offering the finest personal service for its discerning guests, three newly renovated sparkling pools, new dining experiences, and a dedicated concierge team, The Setai leaves no request unfulfilled, hence its popularity among the international jet-setting and A-lister crowds. For more information, visit www.thesetaihotel.com. FB: /thesetai. Twitter: @TheSetai.

About Trevi Luxury Hospitality Group

Headquartered in Dallas, Texas, Trevi Luxury Hospitality Group is an organization dedicated to creating world-renowned hotels and resorts. Having assembled a team of the industry’s most noted and experienced luxury hotel executives; Trevi offers an unparalleled capacity for developing, planning, operating, managing and marketing the finest independent hotels and resorts worldwide. Trevi is the vision of respected international hotelier Atef Mankarios who serves as CEO. Trevi provides comprehensive services to select independent luxury hotels and resorts around the world. Visit Trevi at www.trevilhg.com.

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About ROJA PARFUMS

ROJA PARFUMS dramatically redefines luxury and sophistication in perfumery for the modern age. Launched in summer 2012, ROJA PARFUMS is a fragrance house where luxury is woven into every aspect. The global ROJA PARFUMS experience is one of opulence; Swarovski crystal caps, and bottles adorned in gold by hand. Each scent uncompromisingly uses the most expensive raw materials in the world, which are expertly blended by the world’s most sought-after perfumer. Every element has Roja’s personal attention to detail, every aspect is uncompromising and captures Roja’s central philosophy - “only the best will do”. Quite simply, they are the finest fragrances in the world.

ROJA PARFUMS launched in the US in June 2013, exclusively into Bergdorf Goodman (prices range from \$340 to \$960).

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