



LUXURY HOSPITALITY
AMENITIES COLLECTION

Red Flower Founder Yael Alkalay



The Origin Story: Beauty & The Brain

After a ski accident caused a total sensory recall, Yael Alkalay, then in her early twenties, a beauty industry creative and Columbia University MBA candidate, had an insight that would change her life - and the beauty industry - for the better.

As a friend visited Yael during her recovery and washed her hair with an intensely scented mint shampoo, the therapeutic combination of

touch + scent

unlocked a sense of possibility + potential.

This spark ignited the idea that would become Red Flower, illuminating the power of generous aromatherapy, unparalleled texture, and therapeutic touch to make us feel better, help support the nervous, lymphatic and circulatory systems, and to live fully, with appreciation and awareness.



About

New York. NY.

Founded in New York City, Red Flower is a luxury beauty wellness brand rooted in a philosophy of wellbeing, sustainability, and a multi-sensory approach to living.

Independent and Certified Women Owned since 1999, Red Flower exists on the forefront of therapeutic skin and body care science while remaining rooted in time honored bathing traditions, transforming daily personal care routines into a healthy approach to ageless, lasting radiance.



Product universe

a sensorial lifestyle

Red Flower extends beyond skincare into a completely transformative universe, encompassing body and hair care, home fragrance, and wellness rituals.

Generous aromatherapy, concentrated, potent botanical ingredients, and luxurious textures in each product experience enhances mood, stimulates circulation, and lowers stress. Toxin-free formulations, mindful application techniques, and intentional design create meditative moments that restore clarity, uplift the senses, and promote vibrant health.

Environmental responsibility is a lifelong commitment woven into every Red Flower ritual, from ingredient sourcing to packaging and fulfillment. Revolutionary refillable systems, recycled materials, and waste-conscious design reduce ecological impact while delivering an elevated, immersive journey. Every ritual empowers guests to embrace luxury that is mindful, elegant, and honors the planet.



body & hair care shower moment™

Nourishing formulations designed to uplift daily rituals through texture, scent, and sensorial pleasure.



home fragrance scentscapes

Pure flower essence fills a room with the generous scent of just-picked flowers. A refined collection of candles and diffusers transport nature's bloom indoors.



aroma & rituals bathhouse masters

Each Red Flower therapeutic collection combines pure, toxin-free ingredients with time-honored, ceremonial healing techniques to create a purposeful, multi-layered, transportive experience that delivers transformative wellness, radiant longevity, and ageless beauty.



natural ingredients pure & potent botanicals

Carefully selected plant extracts and whole essential oils ensure optimal health, performance, and respect for nature.



Italian Blood Orange

collection

Like pure sunlight, the power of fresh citrus enlivens the spirit and invigorates the body. a bright blend of the citrus-sweet orange blossom, tangy juice and sharp spicy rinds that engage the senses. the crimson shade of a sicilian sunset. the warm harvest of grapefruit and lime groves, it stimulates and brings joy to the very core. awaken from the haze of life, be present, be open.

400 ml

Red for emotion and energy, love and life force.
Flower as the ultimate symbol of nature's beauty and power.

Each bottle is endowed with a sunprint of the datura flower - the oldest flower fossil found - symbolic of the Red Flower commitment to nature realized by the biodegradable, biocompatible ingredients within.

The design of the bottles is defined by their transparency, allowing the purity of the contents and the lightness of the form to take center stage.

Relocking pump with optional custom-fit tamper-proof bracket system ensures a hygienic and functional shower experience.





Ecosystem

ABS

The design is expressed through a deep black finish, creating a sleek, contemporary, and highly elegant aesthetic.

The surface is enhanced with the brand's signature **flower in silver**, creating a sophisticated contrast that adds definition and character to the overall design.

A refined balance between minimalism and presence, where the contrast between black and silver becomes the key element of expression, evoking a discreet and timeless luxury.



Ecosystem

aluminum

The ecosystem design is expressed through natural aluminium, creating a pure and understated aesthetic.

For the **Italian Blood Orange** collection, the surface is enhanced with the brand's signature flower in embossed relief, adding depth and a subtle decorative sophistication.

A refined balance between minimalism and detail, where texture becomes the key element of expression, reflecting a quiet and sensorial luxury.



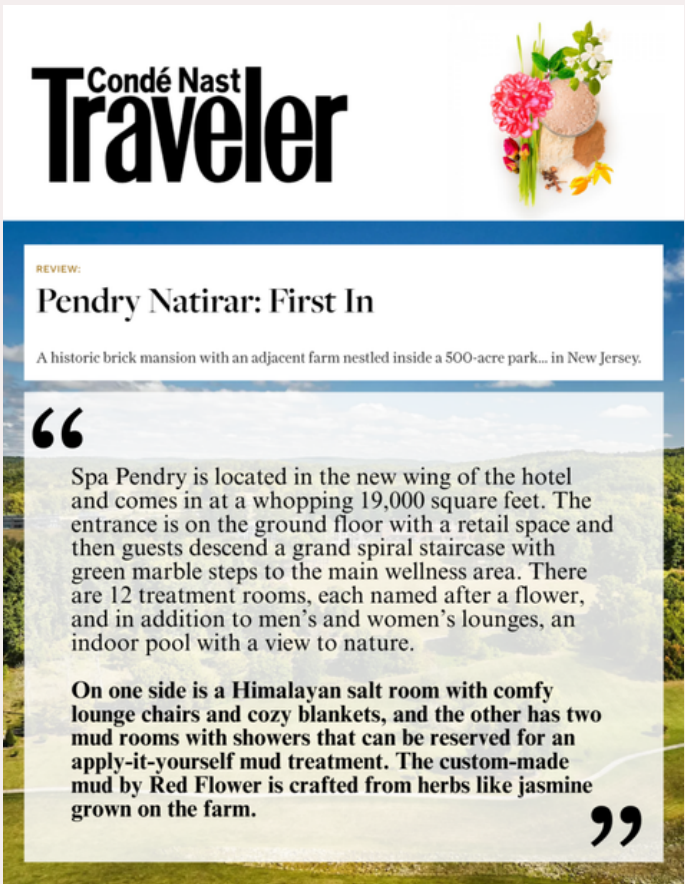
Red Flower

Therapeutic Touchpoints

A partnership with Red Flower through Lande opens access to an array of unforgettable therapeutic touchpoints and wellness opportunities, including but not limited to:

- turn down treasures to take home, cherish and share
 - sleep support
 - bath enhancements
 - athletic performance & recovery support
- eco ancillaries and essentials
- customized spa menu development featuring over 100 spa, body, hair and skincare products for signature treatment services and vibrant retail array
- therapeutic shower moment™ locker room offerings
- public space vanity offerings that heal and delight
 - intensely scented room diffusers with exclusive styling
 - holistic hygiene hand soap and lotion
- unparalleled VIP gifts to complement in-room experience

Press Highlights





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