Beat: Lifestyle

THIS WINTER, THE SOUTH OF FRANCE COMES TO PARIS

FROM NOVEMBER 6TH TO MARCH 31ST 2026

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USPA NEWS - From November 6th to March 31st, "Panier des Sens" takes over the Rooftop of the Canopy by Hilton Paris Eiffel Tower for a Sensory Experience called "Winter Sun." Southern Colors, Scents of Provence, and a Breathtaking View of the Eiffel Tower: a Pop-Up Space where Summer lingers, even in Winter.

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Under the Evocative Name "Winter Sun," the Intimate Rooftop of the Canopy by Hilton Paris Eiffel Tower is adorned for the Occasion with Southern Colors: Green and White Stripes, Orange Trees, Striped Swings, and Cushions with a Southern Flair. A Warm and Luminous Setting designed to immerse Visitors in the Provençal Art Of Living, the Signature of Panier des Sens, all with a View of the Eiffel Tower.

Twenty years ago, the Company committed to Natural Beauty and Eco-Designed Products. It's with the same Conviction and a Genuine Commitment to more Transparent, Sustainable Cosmetics that they develop their Natural-Origin Formulas, designed and manufactured in France, favoring Short Distribution Channels wherever Possible.

Panier des Sens offers Skincare Products and Fragrances inspired by Mediterranean Ingredients and Know-How. Enriched with up to 100% Naturally-Sourced Ingredients, theIr Cosmetics are created and manufactured in France, and wherever possible favoring Short Supply Chains and Local Partnerships.

Limiting the Environmental Impact is a Major Concern. That's why are integrated this Issue into the Design of the Cosmetics and Packaging. To achieve this, they seek the Perfect Balance to create Effective Skincare Products that emphasize Naturalness and guarantee the Brand's Unique Sensory and Olfactory Creativity.

Panier des Sens is First and Foremost a Family Story. Jérôme Lambruschini, the Brand's Founder and President, was lulled from an Early Age by the Gentle Lifestyle and Well-Being of Provence. The Shade of Cypress Trees and Mimosas and his Love of the Region gave Birth to Panier des Sens.

Since 2001, the Company's Team has grown to include 80 Talented Employees, committed to Environmental and Social Values on a Daily Basis. It's in a Warm and Friendly Atmosphere that they evolve Daily at the Head Office in Marseille.

They are committed to communicating Transparently about the Corporate Responsibility Actions and Results, inviting the Stakeholders to share and experience the Company's Vision of Beauty.

Panier des Sens is growing with an Increasingly Selective Distribution Network and its Own Boutiques. Plunge into an Olfactory Journey that smells of Provence in their Boutiques and at their Retailers.

Source: Panier des Sens
@ Rooftop of the Canopy by Hilton Paris Eiffel Tower
On November 6, 2025

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