

LAREN

HOTEL COSMETICS
AND TEXTILE

larencosmetics.com

info@laren.bg

LAREN

LAREN creates hotel cosmetics that capture the unique spirit of every hotel and dress it in fragrance, sensation, and artistic design - inspiring new emotions and pleasures on every level.

We believe that every hotel is distinctive through its ability to separate guests from everyday life and immerse them in a new world, where they can discover captivating destinations and experience diverse traditions and cultures.

Whether it is a boutique hotel nestled in a historic city center, a luxurious beachfront resort offering breathtaking sea views, or a secluded countryside retreat surrounded by picturesque nature, each one provides the opportunity to convey its own sense of beauty and create lasting memories for its guests.

Together, we capture this atmosphere in meticulously crafted products designed to preserve the essence of the surroundings and transform every moment into a lasting memory.

WHO WE ARE

A family owned business

Founded in 2017 by Kremena Karaulanova, LAREN was born from a vision to redefine hotel cosmetics through elegance, authenticity, and care. From the very beginning, the company has remained family-owned, built on passion, dedication, and attention to every detail.

Kremena's father left his long-standing career to take charge of logistics, ensuring that every stage of the process - from production to delivery - is handled with precision and personal commitment. Together, they created a company where family values and professionalism walk hand in hand.

LAREN



LOCATION & INSPIRATION

In the heart of the Valley of Roses

Our factory is located in Bulgaria's world-famous Valley of Roses - a region celebrated for its natural beauty, endless rose fields, and centuries-old tradition of producing the finest rose oil. Inspired by this unique heritage, we create products that combine tradition with innovation.

By choosing this location, we also support local communities by providing stable employment for skilled professionals whose craftsmanship and attention to detail ensure our hotel cosmetics and in-room amenities meet the highest international standards.

LAREN



OUR PRODUCTION PHILOSOPHY

Precision in every detail

Our production facility provides stable employment for local communities, where skilled professionals bring care and craftsmanship to every stage of the process.

This dedication allows us to deliver hotel cosmetics and in-room amenities that meet the highest international standards.

LAREN



MAIN MARKETS

Today, LAREN partners with hotels and hospitality businesses across Bulgaria, Greece, North Macedonia, and Romania, while continuing its expansion into other parts of Europe.



LAREN

THE LAREN MANIFESTO

We believe hospitality is an art, a dialogue between beauty, emotion and care. Every scent, every texture, and every detail tells a story - a quiet expression of refinement that lingers long after the moment has passed. This dedication allows us to deliver hotel cosmetics and in-room amenities that meet the highest international standards.

LAREN



OUR MISSION

We create hotel cosmetics with the same devotion we bring to the things we love in our own homes. Every formula begins with a simple question - would we choose this for ourselves? Using only high-quality active ingredients, we craft products that go beyond everyday care - designed not simply to resemble what we use at home, but to feel even more exceptional, nurturing, and alive.

OUR VISION

We design with imagination and craft with intention, blending the purity of nature with the depth of human artistry. Our creations are not made simply to impress, but to connect - to bring warmth, serenity, and soul into every guest experience.

LAREN



OUR PRODUCTS

Tailored for every hospitality concept

We offer a wide range of products that can be fully customized according to each client's vision and hospitality concept.

At LAREN, we believe true hospitality lives in the details. Every product, texture, and gesture is created to transform an ordinary hotel stay into an emotional experience of comfort, care, and refined luxury.

Our collections are designed for modern hospitality spaces that seek not only to accommodate guests, but to create lasting impressions.

LAREN



COSMETICS

small bottles and dispensers

Our dispensers are more than a practical solution - they are a statement of modern hospitality. Reducing single-use waste while enhancing bathroom elegance, dispensers combine sustainability with timeless style.

They offer guests the same premium formulas in a refined and eco-conscious form that reflects your hotel's values.

For many guests, the ritual of discovering small bottles in their room is a moment of joy. From hydrating body lotions to refreshing shower gels, our bottles transform everyday in-room amenities into a gesture of luxury.

LAREN



COSMETICS

small bottles and dispensers



LAREN

DRY AMENITIES

Tomorrow's sense of luxury is rooted in responsibility

Our dry amenity lines are thoughtfully created to minimize plastic use, replacing it with sophisticated, environmentally mindful materials. Every item is designed to look refined, feel premium, and reflect the values of modern hospitality.

LAREN



HOTEL SLIPPERS COLLECTION

Comfort from the first step

Our Hotel Slippers Collection combines elegance, softness, and practicality, offering guests an immediate feeling of relaxation and warmth from the very first step. Because true luxury is often found in life's simplest moments.

LAREN



KIDS COLLECTION | HEY BABY

Our HEY BABY collection is specially created for children's delicate skin and hair, made with up to 97% natural ingredients according to ISO 16128 standards.

Completely free from colorants and allergens, the products are dermatologically tested and designed for gentle everyday care that parents can trust and children can enjoy.

More than cosmetics, this collection is created to bring comfort, safety, and joy to family hospitality experiences.



shampoo, shower gel, sponge, coloring book, pencils, refreshing wet wipes, tent, robe

LAREN

KIDS COLLECTION | HEY BABY



LAREN

BEAUTY ROOM & SPA COLLECTION

„A private beauty ritual, inside every room.“

The LAREN Beauty Room & Spa Collection elevates hospitality through luxurious self-care rituals designed to bring the atmosphere of a private spa directly into the guest room.

From refreshing micellar water and hydrating face creams to revitalizing sheet masks, eye patches, nourishing balms, and sun protection essentials, every product is selected with precision, elegance, and care.

LAREN



PETS COLLECTION

Because hospitality has no limits

We believe every member of the family deserves to feel welcome - including the furry ones.

Our Pets Collection is designed to bring comfort, care, and playfulness to dogs and cats during their stay, ensuring they experience the same level of hospitality as their owners.

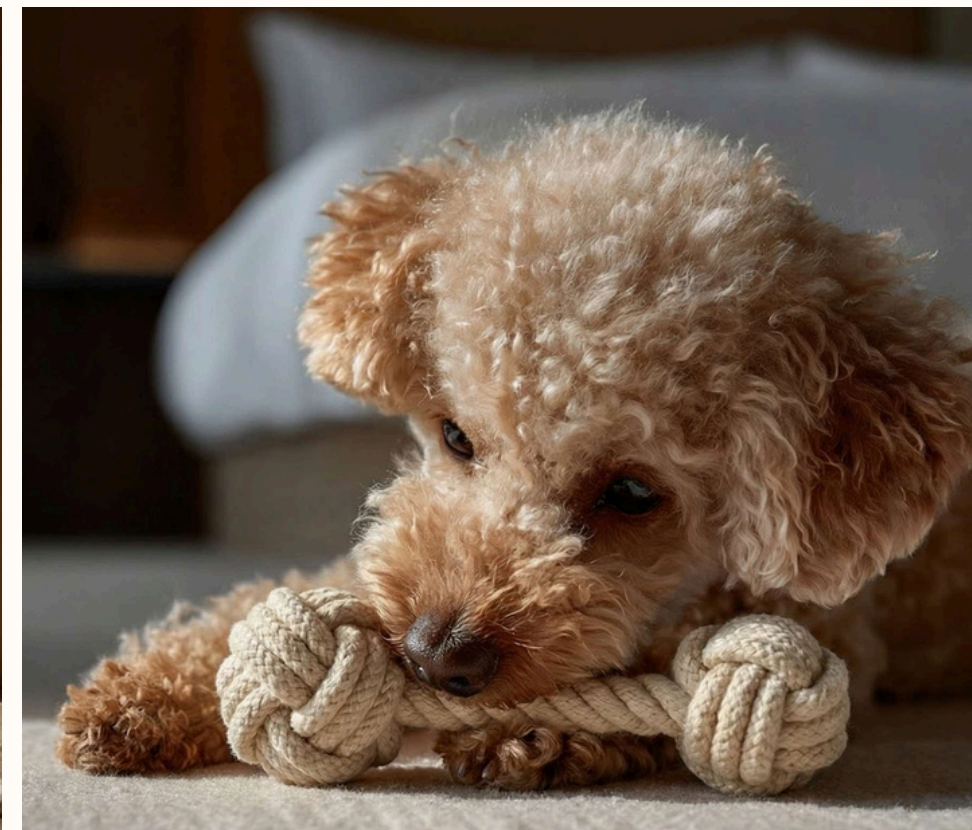
Created with eco-conscious materials and gentle formulations, the collection reflects a new generation of hospitality where comfort extends to every guest.

shower gel, fluffy bed, bowl, toys

LAREN



PETS COLLECTION



LAREN

BESPOKE COLLECTION

Hotel cosmetics and amenities should do more than simply serve a function - they should reflect a universe, carrying its essence in ways that engage the senses and leave a lasting impression.

That is why we create bespoke collections: not just products, but experiences. Carefully designed, meticulously crafted, and tailored exclusively for you, each collection becomes a true reflection of your identity.

With us, a collection becomes more than a set of amenities. It becomes your signature universe, where every scent, every shade, and every touch tells your story and expresses who you are.

LAREN



AMBIENT SCENTING

Luxury is often spoken through silence. It is not only in the marble floors, the crisp linens, or the refined service - it is in the invisible details that surround your guests. Among them, none is more powerful than scent. A carefully chosen fragrance transforms a hotel from a place to stay into a place to remember. It creates emotions, sets the mood, and lingers in memory long after departure.



AMBIENT SCENTING



LAREN



SIGNATURE FRAGRANCES

For those who aspire to stand apart, we offer the creation of entirely unique signature fragrances. In collaboration with world-renowned French perfumers, we design aromas that embody a brand's soul - transforming spaces into memorable sensory experiences.

WHAT SETS US APART

At LAREN, quality is not outsourced - it is created, controlled, and perfected within our own production facility. Having our own manufacturing base allows us to oversee every stage of the process with precision, consistency, and attention to detail. From formulation to final packaging, every product reflects our commitment to premium hospitality standards.

LAREN



SUPERIOR QUALITY INGREDIENTS

We work only with carefully selected, high-quality active ingredients, ensuring that every product delivers safety, performance, and a refined sensory experience aligned with international hospitality expectations.

FLEXIBILITY WITHOUT COMPROMISE

We provide tailored solutions for boutique hotels, luxury resorts, spa retreats, and international hospitality groups alike. Our production approach allows us to adapt to different scales and requirements without compromising quality or consistency.

DESIGN & SUSTAINABLE SOLUTIONS

Laren offers environmentally conscious solutions designed for the future of hospitality, including refill systems, eco-friendly packaging, sustainable dispensing solutions, and reduced plastic consumption initiatives.

Our approach helps hotels combine elevated guest experiences with responsible environmental practices.

LAREN



PERSONALIZED & PRIVATE LABEL SOLUTIONS

We specialize in creating fully customized hospitality concepts that reflect the personality and vision of each hotel.

Our services include private label production, custom packaging design, bespoke formula development, brand-oriented product concepts, and flexible solutions adapted to each hotel's image and standards.

Whether refined and minimalist or bold and distinctive, we transform ideas into exclusive guest experiences.

MORE THAN A SUPPLIER

Laren is not simply a manufacturer. We are a creative partner for hotels seeking originality, quality, flexibility, and innovation.

We combine production expertise, design vision and personalized service to help hospitality brands create experiences that guests truly remember.

LAREN



PARTNERS

Our collections are trusted by hospitality leaders who share our passion for exceptional guest experiences.



LAREN



CREATING LASTING IMPRESSIONS THROUGH HOSPITALITY

At **LAREN**, we believe hotel cosmetics are more than amenities - they are part of the guest experience, designed to create emotion, atmosphere and memorable moments.