



**"gOOOd vibes" launches at St. Regis Rome,
The eco-chic pop-up by gOODers**

Rome, June 2021 – The **St. Regis Rome** and **gOODers** are happy to announce their partnership with the birth of the **"gOOOod vibes"** pop up store at **Lumen Cocktails & Cuisine**, beating heart of the hotel, which enriches its proposal by fully embracing the philosophy of sustainability. The pop-up will be available until December 2021 with a dedicated exhibition space also present at the Lumen Garden during the entire summer season.

An encounter between city and uncontaminated nature, art and craftsmanship, locally sourced as well as remote products.

A trip through different beautiful and good stories and projects.

Fashion and interior design products coming from the different corners of the world gather all the "Good Vibes" from each multifaceted and multicultural background.

Gooders and St.Regis have an optimist glance on the near future and share the will to do good without compromising on style, thus adhering to the "As sustainable as possible, as soon as possible" motto.



The selection of lifestyle and fashion products is handcrafted, recycled or recyclable and has been thought for a conscious and curious community.

The pop up will be inaugurated on the 3rd of June, with decorations curated by Paranà Studio, a Roman reality which develops sustainable interior design projects.

The clients of the St.Regis Rome and Lumen Cocktail & Cuisine will be able to discover and purchase the many different extraordinary proposals and stories linked to each product, choosing to take the "good Vibes" home and at the same time bringing them to the countries of origin, with the aim of being promoters of a more sustainable and supportive way of Life.

In the selection of products on sale you will find: ceramic bracelets by Kazuri, Kenyan Company with the mission of creating employment opportunities for marginalized populations.

The capsule collection in collaboration with Tumaini Trust (which includes bags, face masks and hats) an onlus which finances education for children and Young adults who come from economically disadvantaged situations.

Recycled plastic and bamboo Sunglasses made in collaboration with Parafina Co.

The Gooders x Lumen hoodies and T-shirts made of organic fair trade Cotton.

"The search of Good Vibes is constant and has never been as predominant. With the St.Regis Rome we have managed to make them tangible through a precise project. We are happy that this prestigious hotel shares our values of social commitment and environmental sustainability" says Eva Geraldine Fontanelli, founder of Gooders.

"I am particularly proud of this partnership, that allows the St.Regis Rome to make a contribution to themes of great importance and to be a meeting place and point of reference for local and international realities, in order to share ideas and projects that I hope will progressively become everyone's responsibility." comments Giuseppe de Martino, General Manager at the St.Regis Rome.



About gOODers: gOODers is a conscious lifestyle brand and concept store founded by Eva Geraldine Fontanelli. A curation of beautiful things with purpose and a handpicked selection of sustainable brands who believe in change, representing both local and international craftsmanship. gOODers stands for the beautiful and the meaningful, supporting economic and social improvement projects whilst appealing to a new kind of shopper; one that seeks meaning from their experiences, and thus, expect hotels and brands to act responsibly.

About St. Regis Hotels & Resorts

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