

June 11, 2025
Town&Country

TOWN&COUNTRY

The Waldorf Astoria's New Signature Candle Is a Luxurious Melding of Past and Present

Ahead of its grand reopening in September, the iconic New York hotel partnered with Fuegoia 1833 on a scent that celebrates the past and announces the future.

By: Dorothy Scarborough
Impressions: 43,864



Courtesy of Fuegoia 1833 / The Waldorf Astoria

When you first step into the spectacularly refurbished [Waldorf Astoria](#) New York—and we're counting down the days til the September 1st opening—you'll want to take a deep breath in. The aroma is woody and warm, maybe with a bit of whisky. In short, it's

June 11, 2025

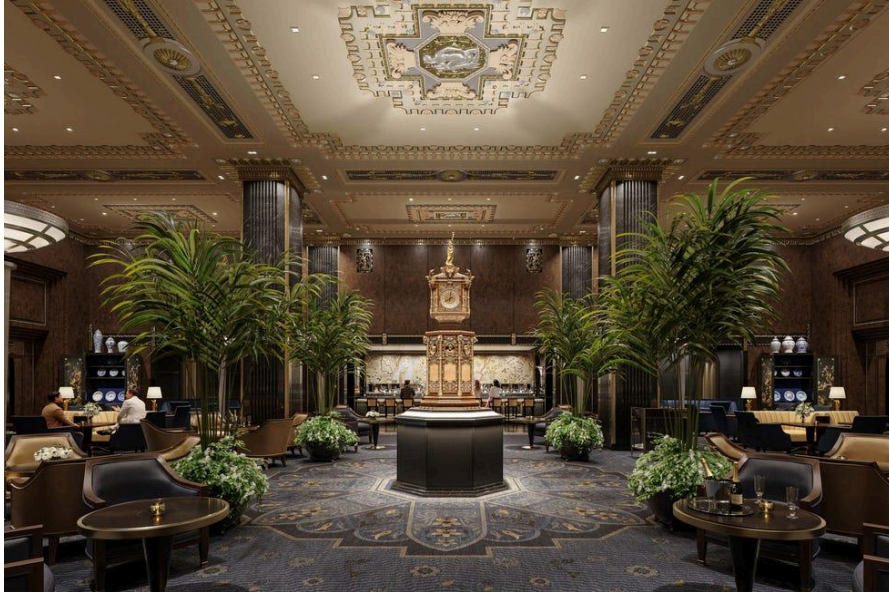
Town&Country

the scent of both Old New York and its modern era, where many of the city's residents are once again wild for clubby aesthetics with dark wood and dashes of gold. Once you do, you'll want to make a beeline to the front desk to inquire about some for yourself. Officially named 301 Park, which declares the specificity of the scent, it will be sold as both a candle and diffuser, meant to transform any space into the Waldorf.

In their collaboration, both the iconic hotel and Fuegoia 1833 focused on a formulation that harkens back to the 1920s. In a statement, founder Julian Bedel noted, "Inspired by the golden age of music, we infused *301 Park Avenue* with warm, woody scents to create the intimate ambiance of a private Cole Porter concert – an homage to the hotel's culturally rich past." Like the sounds of cocktails shaking in the hotel's legendary Peacock Alley Bar or the sight of the champagne-gold ballroom, and their many fabulous parties, the scent is sure to become a timeless hallmark of golden New York.

Indeed, timelessness was the mission: fresh florals and bright citrus balance out the more old-school top notes to nod to the hotel's refurbishment, and a new modern golden age. It all feels like a celebration of the Waldorf, and the glory of its past and future, and with a fortune worthy of the stars and innovators—Porter, Nikola Tesla, and Marilyn Monroe among them—who once called the hotel home, it's certain to be majestic.

June 11, 2025
Town&Country



*Courtesy of the Waldorf Astoria.
The Peacock Alley Bar at the refurbished Waldorf Astoria.*

With nearly a decade of work and a billion dollars, the new Waldorf Astoria is already inciting fanfare. The chefs are set, as are the artisanal mixologists, now a new scent, a meeting of the past and the present will serve to further perfect the experience.

As the Waldorf's managing director Luigi Romaniello said in a statement, "It's a tribute to the vibrant soul of the Golden Age, inspired by the iconic Park Avenue and the cultural legends who have shaped this city. This scent embodies the timeless elegance of the past while embracing the modern luxury and innovation that define Waldorf Astoria New York for today's travelers and future generations. We are thrilled to offer this sensory experience as part of a new era at our hotel."

<https://www.townandcountrymag.com/style/beauty-products/a64977956/waldorf-astoria-reopening-collaboration/>