

FOR IMMEDIATE RELEASE



FONTAINEBLEAU
LAS VEGAS

Officina Profumo-Farmaceutica di Santa Maria Novella Opens at Fontainebleau Las Vegas

This marks the first, and only, Santa Maria Novella in Las Vegas and the seventh storefront in the United States



LAS VEGAS (May 21, 2025) : Officina-Profumo Farmaceutica di Santa Maria Novella's 800-year tradition of innovation in the apothecary arts is on full display in their newest boutique at [Fontainebleau Las Vegas](#), located on the world-famous Las Vegas Strip. This iconic Florentine brand, known for its expertise in the creation of exquisite fragrances, skincare, and home fragrance products, has chosen one of the most vibrant and luxurious locations in the world to showcase its rich heritage and timeless elegance.

The 800 sq. ft. jewel box draws design inspiration from Santa Maria Novella's historic museum and flagship store on Via della Scala in Florence, seamlessly blending an Old-World aesthetic with its contemporary surroundings.

Inspired by ancient Italian apothecaries, the furnishings and display elements highlight the finest Made-in-Italy craftsmanship produced by Florentine and Tuscan artisans. Traditional materials used throughout include honeyed aged walnut, polished Carrara Statuario and Bardiglio marble in shades of white and grey, and rich turquoise velvet fabrics. The recurring Rosa Canina floral motif on the ceiling and façade directly reference Santa Maria Novella's legendary emporium.

The boutique carries the complete line of fragrances, skincare, and products for the body, hair, and home, including the iconic Rose Water, Melograno in Terracotta, and beloved I Giardini Medicei Eau de Parfum collection, all in a refined sanctuary amidst the energy and excitement of Las Vegas.

Santa Maria Novella at Fontainebleau Las Vegas is located on the Level 2 Bleau Galerie level of the resort, and is open Monday to Friday & Sunday, 10:00 am – 9:00 pm, and Saturday, 10:00 am to 10:00 pm.

Santa Maria Novella joins a growing luxury retail collection at Fontainebleau Las Vegas, which also includes Rick Owens, Saint Laurent, The Webster, Bottega Veneta, Maison Alaïa, alexanderwang, Missoni, and several other first-to-market and globally celebrated brands.

About Officina-Profumo Farmaceutica di Santa Maria Novella:

Founded in Florence by Dominican Friars in 1221, Santa Maria Novella is the oldest continuously operating pharmacy in the world. Additional milestone dates that define its history of innovation include the production of the iconic Rose Water in 1381 and the creation of the Eau de Cologne Acqua della Regina in 1533, honoring the marriage of Caterina de' Medici to King Henry II of France.

Officina-Profumo Farmaceutica di Santa Maria Novella's original Via della Scala location is the jewel in more than 400 points of sale around the world. In the U.S., Las Vegas joins New York City's Soho Flagship and Pierre Hotel boutique, Miami's Bal Harbour and Brickell City Center, Melrose Place in Los Angeles, and South Coast Plaza in Costa Mesa.

About Fontainebleau Las Vegas

Fontainebleau Las Vegas is a 67-story, vertically integrated luxury resort that brings a legacy of timeless elegance and unparalleled service to the Strip. Certified by the Green Building Initiative with three Green Globes, the resort's thoughtful design allows guests to move effortlessly among 3,644 luxury hotel rooms and suites, 550,000 square feet of customizable meeting and convention space, 150,000 square feet of gaming space, a collection of world-class restaurants and shops, exquisite pools, vibrant nightlife, and vitality-enhancing spa and wellness offerings. Located at 2777 S. Las Vegas Blvd., adjacent to the acclaimed Las Vegas Convention Center West Hall expansion, Fontainebleau Las Vegas is created by Fontainebleau Development in partnership with Koch Real Estate Investments.

[Link](#) to images

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