

FOR IMMEDIATE RELEASE

Luxury With a Conscience: How denu and Founder Sarah Fisher Are Quietly Transforming Australia's Hospitality Elite

MELBOURNE, AUSTRALIA – A new era of luxury is blooming in the heart of Australia, and it smells divine. The secret? **denu**, Australia's best-kept secret in the premium hospitality and wellness space. This boutique brand, founded by visionary entrepreneur **Sarah Fisher**, has become the go-to choice for Australia's most luxurious hotels, five-star restaurants, and discerning patrons seeking a sensory experience like no other.

At a time when consumers demand both **quality and conscious craftsmanship**, denu delivers — and then some. Handcrafted with care in small batches in Melbourne, denu's range of natural body care, aromatherapy, and lifestyle products are redefining luxury for a modern audience.

The Woman Behind the Brand

denu is the brainchild of **Sarah Fisher**, a multi award-winning global entrepreneur whose commitment to ethical luxury and holistic wellbeing has set her apart in a saturated industry. Fisher's pioneering spirit and sharp business acumen earned her a coveted Stevie Award, recognising outstanding women in business globally, and she is the current Australian Women's Small Business Champion Award holder for Specialised Retail - recognition for outstanding performance and innovation in a female-led small business. Recently featured in The Age, part of the Australian Made Campaign as an influential voice in sustainable luxury.

"I wanted to create something that wasn't just indulgent, but also grounded in nature and ethics," says Fisher. "It's about creating harmony — in our products, in our bodies, and in the experiences we deliver to people every day."

A Touch of denu in Australia's Finest Venues

denu has quickly become the **hidden gem behind the sensory magic** of Australia's top-tier hospitality venues. From iconic venues, suites in a five star Melbourne and high-end dining destinations nationally, denu is subtly elevating the guest experience at every touchpoint.

Renowned establishments such as:

- **Arts Centre Melbourne (since 2009)**
- **Sofitel Melbourne on Collins**
- **Rockpool Restaurants, Sydney, Melbourne, Perth**
- **Saké Restaurants, Melbourne, Sydney**
- **Spice Temple, Melbourne, Sydney**
- **Margaret, Sydney**
- **Song Bird, Sydney**
- **VRC, Flemington**

denu

...have integrated denu's luxurious hand wash, essential oil sprays, and rejuvenating skin and hair care into their offerings — not just for their indulgent scent profiles, but for their effectiveness, sustainability, and elegance.

Guests often ask: *"Where can I buy this?"* The answer, of course, is from denu's exclusive online store — where devotees of the brand can bring a piece of luxury into their own homes.

The denu Difference

Every denu product is created in Melbourne with uncompromising attention to detail. The brand uses **pure essential oils**, **plant-based ingredients**, and **refillable packaging** that speaks to both the environmental and aesthetic values of modern consumers. It's this trifecta — purity, performance, and purpose — that has secured denu's place in the hearts (and bathrooms) of Australia's hospitality elite.

Australia's Best-Kept Luxury Secret — No More

While denu has flourished under the radar, word is spreading fast. With a growing cult following, prestigious hospitality partners, and global recognition for its founder, Sarah Fisher, denu is poised for international expansion. And yet, even as the spotlight finds her, Fisher remains grounded in her original mission:

"To make people feel amazing — naturally, luxuriously, and ethically."

denu is more than a brand. It's a **movement**. One defined by simplicity, sophistication, and sensory delight. And thanks to Sarah Fisher, the rest of the world is about to find out what Australia's finest hotels already know: **Luxury is in the details. And denu is the detail that makes all the difference.**

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