

ALASSIS®

NEW YORK  
BOTANICAL GARDEN  
by CHESAPEAKE BAY CANDLE®



CHESAPEAKE BAY CANDLE®

FOR IMMEDIATE RELEASE

## ***Chesapeake Bay Candle and The New York Botanical Garden Launch New Home Fragrance Collection***

**Rockville, MD and Bronx, NY (January 30, 2015)** – Pacific Trade International (PTI), the global multi-branded home fragrance company, and The New York Botanical Garden (NYBG), America's premier urban garden, introduce *New York Botanical Garden by Chesapeake Bay Candle®*, a new collection of botanical scents and designs inspired by the grounds, architecture, and rare illustrated works of The New York Botanical Garden.



In May 2015, the New York Botanical Garden by Chesapeake Bay Candle® collection will premiere four core fragrances—Sweet Azalea, Verbena Basil, Provence Rose, Water Blossom—and one seasonal fragrance—a limited-edition Peony Bouquet. Each distinctive fragrance is directly inspired by a location within NYBG's 250-acre site.

Product offerings include 2-wick jars, pillars, 3-wick ceramic vessels, votive sets, and gold travel tins. Reed diffusers, wax melts, and an iconic Conservatory warmer – modeled after NYBG's renowned Edith A. Haupt Conservatory – round out the collection. Signature New York Botanical Garden archival illustrations adorn all packaging, guiding consumer fragrance choice and showcasing the beauty of NYBG's rare archival holdings.

"We are very mindful of the creative synergy and brand reach of the partnerships we build," said Mei Xu, Creator and CEO, PTI. "We have worked with world-renowned fragrance houses over the past twenty years; this collaboration reinforces our company's commitment to nature-inspired and destination-driven home fragrances that offer a journey through scent."

The new home fragrance collection celebrates the exceptional beauty and unique artistry of The New York Botanical Garden's rare archival holdings, and shares with consumers, through fragrance, the magnificent botanicals found in its diverse living collections. "Our unique interpretation of NYBG's living collections is a fresh, authentic approach to home fragrance," said Xu. "The fragrance story behind this collection will infuse new excitement into the retail market."

"We are extremely excited to partner with Pacific Trade International on this new product launch," said Richard Pickett, Vice President for Retail & Business Development at The New York Botanical Garden. "Chesapeake Bay Candle's presentation of our magnificent resources will give consumers around the country an opportunity to experience The New York Botanical Garden's heritage and important mission." Purchases of New York Botanical Garden by Chesapeake Bay Candle® products support NYBG's work in plant research, conservation horticulture, and education.

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Products will be available from May 2015 at select retailers nationwide, through the Chesapeake Bay Candle website ([chesapeakebaycandle.com](http://chesapeakebaycandle.com)), and at NYBG's Shop in the Garden, in-store and online at [nybgshop.org](http://nybgshop.org).

### **Pacific Trade International**

Pacific Trade International (PTI) is a fully integrated, multi-branded, global innovator of high fragrance, fragrance technology, and home décor products. Brands include: Chesapeake Bay Candle®, synonymous with stylish design and unique, nature-inspired fragrances from Maryland's idyllic shoreline; Alassis®, an exclusive collection of fragrances inspired by sophisticated early Mediterranean civilizations, cultures, and gardens; and, New York Botanical Garden by Chesapeake Bay Candle®, a collection of botanical scents and designs inspired by the grounds, architecture, and rare illustrated works of The New York Botanical Garden. With operational headquarters based in Rockville, Maryland, PTI has five global locations and employs more than two thousand people worldwide. Please visit us at Chesapeake Bay Candle ([www.chesapeakebaycandle.com](http://www.chesapeakebaycandle.com)) and Alassis ([www.alassis.com](http://www.alassis.com)).

### **The New York Botanical Garden**

An unforgettable departure from the everyday, The New York Botanical Garden is America's premier urban garden. Its special exhibitions, seasonal programs, and engaging activities inspire visitors of every age and interest. The Botanical Garden is an ever-changing living museum, and a showplace of natural beauty and wonder. For more information, visit [nybg.org](http://nybg.org) or call 718.817.8700.

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