



FOR RELEASE

January 3, 2012

BE PART OF THE GLOBAL ADVENTURE WITH PARTYLITE

PartyLite Canada's Winter/Spring 2012 catalogue presents inspirational home décor looks that serve up international flair and embrace the best of old and new

[PartyLite Canada](#)'s new Winter/Spring 2012 collections, which debut on January 1, 2012, encourage decoristas to take their design inspiration from all over the world as well as their own backyard with [fragrance](#), [light](#) and [décor accents](#) that are all about refreshing your home for the upcoming season.

"Winter/Spring 2012 incorporates pattern, colour, texture and of, course, fragrance. This season, PartyLite celebrates everything from global to nature-inspired trends with soft, whimsical, bold and dynamic accents for the home, complemented by personalized and exclusive fragrances designed to delight your senses," says Alana Gormley, Marketing Manager, Merchandising and Promotions.

"PartyLite is excited to share its platinum-quality candles and fragrances with everyone this season. Our beautiful décor accessories come to life with our candles," says Sharon Muncey, Vice President, Marketing.

Go GLOBAL

Modern global. Global chic. Destination decorating. Whatever you call it, the global influence is hot. Trendsetters began talking about this look in the fall. What's inspiring?

- Rich textures and patterns with handcrafted appeal like the **Global Inspirations™ Hurricane** or **Global Inspirations™ Votive Holder**.
- Exotic scents that engage the senses and imagination – new **Spice Market** and **Safari Sunset** fragrances fit the bill.
- Hues that range from the earthy tones of the **Twilight Mist™ Hurricane** to the rich saturated colour of the **Amber Rock Tealight Holder**.
- Animal motifs represented in **Majestic Pride™ Tealight Holders** have important cultural significance that's part of the global trend's appeal.
- Ancient art forms like mosaics have been reinterpreted for today's decorators in the form of the pebble glass **Aurora Mosaic Wall Sconce** and **Aurora Mosaic Hurricane**, and the chic **Miranova™ Collection** featuring coloured and mirrored glass.



Influences: Africa, Asia, Middle East
Characteristics: colour, texture, pattern
How to: Choose one statement piece or mix and match

(From top to bottom, left) Aurora Mosaic **Wall Sconce**, \$75; Miranova™ **Hurricane**, \$90; Miranova™ **Tealight Holder**, \$20; Aurora Mosaic **Hurricane**, \$95; Amber Rock **Tealight Holder**, \$20 each; (centre) Global Inspirations **Hurricane**, \$80; Signature Elevated **Tealight Trio**, \$45 per set of three; Nature's Light by PartyLite™ **Wooden Wick Scented Candles** in Spice Market (gold), Amber Wood & Vanilla (amber), Safari Sunset (orange), Ebony Wood & Patchouli (brown), \$26 each; (right) Global Inspirations **Coil Incense Set**, \$25; Majestic Pride™ **Tealight Holders**, \$50 each (\$95 per set); **ScentGlow™ Warmer** – Global Inspirations, \$40; PartyLite Gifts Canada, partylite.ca.

Make it a CLASSIC

There's something appealing about timeless classics that are simple yet sophisticated and familiar yet updated in fresh ways.

Good examples this season?

- The **Estate Hurricane** showcases an elegant glass silhouette with decorative metal trim that allows for increased air flow around a pillar candle for the best candle burn.
- And the versatile **3-in-1 Elevated Candle Holder** lets DIYers add their own creative touch with fragrance, light and their favourite decorative accents. Both pieces are the perfect addition to wedding or special occasion décor or for everyday living.



(Left) **Estate Hurricane**, \$95 each; **3-in-1 Elevated Candle Holder**, \$60 each; PartyLite Gifts Canada, partylite.ca.

REFRESHER Course

Take your spring cleaning ritual up a notch with new **Fresh Home by PartyLite™**. Engineered to neutralize specific household odours, the line is available in three new spring-inspired fragrances – **Greener Grass™**, **Bluer Skies™**, **Brighter Days™** – specially formulated to target family room,

bathroom and kitchen odours, respectively. The line includes **Fresh Home by PartyLite™ Odor Neutralizing Large Tealights** for use in the Large Tealight Holder, **Odor Neutralizing Scent Plus™ Melts** for use in the ScentGlow™ Warmer, **Odor Neutralizing Fragrance Oil** for use in the Diffuser Holder, and **Odor Neutralizing Linen & Room Spray**, which can also be used to freshen linens and other fabrics, too. Note: Avoid using the spray on silk, and test on a small corner of your fabric first.



FRAGRANCES

Greener Grass™ Dewy herbal notes with the softness of woodland florals
Bluer Skies™ Blend of crisp air notes, citrus, mimosa and mango
Brighter Days™ Sweet citrus and tropical notes with a touch of light florals

(Counterclockwise from top) **ScentGlow™ Warmer** – Fresh Home by PartyLite, \$40; Fresh Home by PartyLite Odor Neutralizing **Scent Plus™ Melts**, \$7 per 9-piece tray; Odor Neutralizing **Linen & Room Spray** in Greener Grass™, Bluer Skies™ and Brighter Days™, \$18 each; **Diffuser Holder**, \$20; Odor Neutralizing **Fragrance Oil**, \$25 each; **Large Tealight Holders**, \$15 each; Odor Neutralizing **Large Tealights**, \$13.50 per pack of four; PartyLite Gifts Canada, partylite.ca.

What's YOUR SIGN?

Twelve fun **Celestial Lights Zodiac Jar Candles** feature specially created fragrances that capture the unique character traits of each sign. Twelve different perfumers each created one fragrance for their own star sign. The candles are available in cobalt blue glass globes embossed with illustrative zodiac signs.



Want to know what your zodiac fragrance will do for you? Scan this code to find out about the scent behind your sign.

Celestial Lights Zodiac Jar Candles, \$25 each. Burn time: 50 – 60 hours; PartyLite Gifts Canada, partylite.ca.

What else IS NEW For your home?

The pairing of pastel colours and spring scents is illuminated beautifully by new soft and pretty **GloLites by PartyLite™** that offer instant illumination from top to bottom. They're now available in a set of three or individually. Fragrances include new Apple Blossom (pink) and Orange Blossom (orange), plus Honeydew (green), Iced Snowberries™ (white) and Unscented (ivory).



GloLites by PartyLite™ 3-Piece Pillar Garden, \$50 per set of three (one 3" x 4", 3" x 5", 3" x 6"), PartyLite Gifts Canada, partylite.ca.

For you?

Take your fragrance fantasies from your home out into the world with **Forbidden Lips by PartyLite™ sheer-tinted lip gloss**. It comes in the five popular fragrances of the Forbidden Fruits Collection: Passion Fruit, Perfect Pear, Plum Pleasure, Fig Fatale and Apple Allure.



Forbidden Lips by PartyLite™ **sheer-tinted lip gloss**, \$10 each (14 mL), PartyLite Gifts Canada, partylite.ca.

PartyLite goes GREENER



New packaging (left) will be made from unbleached 100 percent recyclable paper, and the new contemporary design will feature less ink.

PartyLite is also changing the **formula of Universal Tealights®** to a new but familiar one already used in the popular Bestburn™ jar candles. The new formula contains less paraffin, and a higher level of renewable ingredients (including soy), resulting in a creamier appearance. Expect the same high quality and efficient burn time as before. The new formula will be phased in as the current stock of tealights is depleted, so depending on inventories, some fragrances will be available in the new formula earlier than others.

About PartyLite Gifts Canada

A leading home fragrance and décor accents company, PartyLite works with the top fragrance houses from around the world to develop its quality fragrances. In April 2012, the company will celebrate its 20th anniversary in Canada. Many of PartyLite's fragrances contain up to 100 different ingredients in order to create rich complex scents. The company produces affordable quality home fragrance and décor accessories that reflect current trends and styles, as well as creating classics. PartyLite products are sold in 18 countries [worldwide](#) through more than 68,000 [independent consultants](#).