

Cafleurebon

NY NOW Summer 2022 Market: Event Report+ Best of Show Giveaway

August 28, 2022



NY NOW Summer Market 2022 at the Jacob Javits Center in NYC

The NY NOW Market is held twice a year and brings together brands, designers, press, and qualified buyers to connect and discover a world of inspiration every February and August. The 2022 Summer Market was held on August 14-17th, 2022, at the Javits Center NYC.



Continuing this market were more state-side exhibitors than international the show featured many New York and New Jersey-based brands and a number from Los Angeles.

Trends spotted: women's and general Sexual Wellness, women-owned brands, couple-owned brands, the use of natural and/ or vegan formulations, and brands that give back to causes.



John Bressler of LAFCO NY established in 1991 and now celebrating 30 years

Celebrating 30 years as a successful business is a major milestone and **LAFCO NY** has two special offerings. The Limited-Edition Anniversary Collection **Paradiso Fig** (bergamot, fig, and peach) and the **Limited Edition Fall and Holiday Candle Collection**. The Woodland Spruce was my pick, and I can tell you that candles don't get any better than this! **Congratulations to John Bressler and LAFCO NY for three decades of creating beautiful scents.**



Antica Farmacista's Prosecco Black and White Spruce Collections: A perennial scent favorite, the Seattle, WA-based **Antica Farmacista** booth is always a joy to visit. The brand can be found at most high-end retailers and luxury hotels all over the world. Liana Robertshaw, Director of Sales directed me to their latest holiday offerings the chic Prosecco Black and White collections. Both are available in diffusers and candles. The women owned brand was founded by Susanne Pruitt and Shelley Callaghan in 2003.

Colorado-based **Margot Elena** has spent over 20 years developing products and brands that resonate with customers and the press alike. What you will find in the brands are best products like perfume, hand cream, bubble baths, candles, shea butter soap, bath salt, shower gel, hand sanitizer, body lotion, and cosmetics, to name a few. Their latest brand is Archive.



Molly Goldberg of Foria Wellness NY NOW Summer 2022

Since launching in 2014, **Foria Wellness'** mission is to change lives in the bedroom and beyond, with plant-based formulas designed for sexual healing, pleasure, and wellbeing using only all-natural and organic ingredients. The company was the first to develop cannabis and hemp-based personal lubricants. They recently launched two CBD-free natural botanical formulations, Awaken Arousal Oil and Breast Oil.

Founders and TV personalities **Josh Kilmer-Purcell and Dr. Brent Ridge** moved to the historic **Beekman 1802** farm in rural Sharon Springs, NY, and they started making goat milk soap at the kitchen table. Goat milk has been used for centuries as a natural remedy for sensitive skin. Word of mouth spread the brand's name and now they are the world's biggest goat-milk-based skincare company.



Hannah and Oliver Goundry of Home County Candle Co. NY NOW Summer 2022

Founders Hannah and Oliver Goundry launched the luxury home fragrance brand, **The Home County Candle Co.** in 2018. They present the stories of the UK's most beautiful places to life through their scents. Producing sustainable products with minimal impact on the environment the candles are produced from natural soy wax, which is biodegradable, and vegan friendly, and the packaging is recyclable, plastic-free, and sustainably sourced.



Christopher Brown and Tamar Builder-Brown founders of Astraëa & Co. NY NOW Summer 2022

New Jersey-based **Astraëa & Co** is an eco-conscious woman-owned, family-operated hemp wellness lifestyle company dedicated to healthy, honest, and sustainable products. In Greek mythology, Astraëa was the goddess of purity, justice, and precision. Named after this Greek goddess of innocence, they aim to embody all her values in every product. Through their Astraëa Foundation, they donate 1% of all profits to the Foundation's initiatives and its community of charities in need.



Elaix Vincent of Elaix Le Du Vincent NY NOW Summer 2022

Founded in 2017 by fashion designer and chandler **Elaix Vincent**, Brooklyn's **Elaix Le Du Vincent**, and his second brand Sex Siren feature Luxury Candles, Mist Sprays, Colognes, Parfums, and Diffusers, along with the home decor, ready-to-wear, were inspired from his travel all over the world.



Tiffany Rose, co-founder and head luxury candle creator along with her tween children established **School Scents Candles & Home** during COVID. The home luxury fragrance company includes a product line of soy wax candles and all-natural room sprays. The names were created to spark nostalgia and fond memories of school experiences. The product line boasts sophisticated, long-lasting scents that center, soothe, and invigorate.



Jeremie Lahmi and Mo Jessica of People of Substance NY NOW Summer 2022

New York City-based **People of Substance** are a clean and tattoo-friendly skincare brand on a mission to highlight and preserve the unique stories behind people's body art. Bringing a fresh perspective to the tattoo world they rethink the aftercare experience to create better and cleaner products to align with consumers.

The Good Patch offers a variety of wellness products and hemp-infused patches for life's common ailments. The state-of-the-art patches work steadily and consistently over an 8-12-hour period. They're gluten-free, dermatologically tested, paraben-free, latex-free, non-GMO, cruelty-free, and vegan. Available at Target, Ulta, Anthropologie, along with spas and boutiques. Peel Stick and Feel.



Katie Forget, Kasey Sal, and Sahin Aslankhani of The Scent House NY NOW Summer 2022

The Scent House is a fine fragrance distributor founded in 2021, with a mission to provide access to fine European fragrances to retailers in The United States. The Queens, NY-based team is reinventing the world of luxury through the brands we discover, represent, believe in, and support and many have been featured on CaFleureBon including **M. Micallef**, **Nino Amaddeo**, **Stephanie de Bruijn**, **Masque Milano**, **Milano Fragranze**, **Noeme Paris**, **Moresque Parfums**, **Blend Oud**.



Avery Knudson, Jennifer Woytovich (Founder), and Richard Rabbito of J'Enessence NY NOW Summer 2022 Market

J'enessence was founded by Jennifer Woytovich with a desire to start a woman-owned business. Born in the US she was raised in Taiwan. When returning she found herself homeless and living in NYC shelters. Pushed to apply for college scholarships **she was awarded a Seinfeld scholarship through Jerry Seinfeld and his family's generosity and received 4 years of tuition support.** J'enessence natural restorative products for the Face and Body do not use synthetic fragrances, what you smell is from nature. The products are "powered by plants."



Loren Lewin Owner and CEO of Companion Candles NY NOW Summer 2022 Market

Companion Candles are pet-safe candles that give back. Candles with a Cause™. The Cruelty-free, vegan, women-founded business is made-in-the-USA. It's free of the four P's: paraffin, phthalates, preservatives, and petroleum. Companion Candles' founder and CEO, Loren Lewin, brings a collection of both staple and seasonal scents that are safe for all. \$1/candle is donated to animal welfare organizations. Can I get a ruff?



Chris and Fay Breedlove of Terminal B

Los Angeles-based luxury fragrance brand **TERMINAL B** was founded in 2020 by **Chris & Fay Breedlove**. At Harvard University they fell in love and discovered they both loved to travel. Since then, they have traveled to over 44 cities, 14 countries, and 5 continents. Each scent is named by the airport code of the corresponding location. The letter "B" is also significant as it is the first initial of their last name.



Magda Khalifa of Triangle Fragrance NY NOW Summer 2022 Market

Triangle Fragrance Founder Magda Khalifa witnessed the attacks on September 11, 2001 and left her career and family to join the military to defend freedom. After two tours in combat in Iraq, she returned struggling with transition and health issues like many veterans. Structuring her vision as Freedom Triangle® was a way to help others experience the power of taking control of their lives. She launched the modern luxury fragrance line in 2020, marrying the power of scent with the power of the Freedom Triangle. A portion of the proceeds of sales benefits Magda Khalifa Foundation. Thank you for your service to this country.



Chrissy Fichtl of Apotheke Co NY NOW Summer 2022

Founder Chrissy Fichtl's passion for soap making, scent formulation, and essential oils led her to create **APOTHEKE** in 2011. The Brooklyn brand covers your home from bedroom to dining room, living room to outdoors with Candles and Diffusers, Lotions, Soaps, and Sanitizers. All are made by hand at their Brooklyn factory. Skin products are scented and use natural, plant-based products, and candles are made of soy, mineral wax blends, and fragrance oils.



ESW Beauty NY at the NY NOW Summer 2022

New Jersey's Elina Sofia Wang had struggled with stomach ulcers for years, so in 2018 she changed her lifestyle by transitioning to raw juices & teas and updating her beauty vanity to clean skincare products. Her background in the beauty industry led her to start **ESW Beauty**. The brand's juice masks use clean & vegan ingredients, are cruelty-free, and are made with sustainable packaging.



Georgina Tolentino of Le Divina NY NOW Summer 2022

Los Angeles-based **Le Divina** is a premium manifestation and intentional candle line by Georgina Tolentino. Le Divina named after her mother meaning, "the divine" was started by trying to find intentional candles as gifts for friends but wanted premium fragrances, vegetable-based waxes, and ethically sourced crystals.

Other brands that impressed at *NY NOW Summer 2022 Market*:

Blume Superfood Lattes: Supporting a no-compromise wellness journey by recreating your favorite lattes with the magic of superfoods

Chez Gagne for their whimsical "If you can't make it nice, make it funny inspired gift cards, drinkware, and lifestyle products.

FerCheval for the exquisite soaps. Founded in 1856 they are the oldest and largest soap factory in Marseille still in operation

SAINT Candles - Modern Prayer Candles for a Cause. Inspired by sacred traditions, SAINT creates fragrances that honor the power of prayer. \$150,000+ donated to St. Jude Research Hospital.

The WINTER 2023 Market will be held on February 5-8, 2023, at Javits Center NYC