**Chesapeake Bay Candle Opens Online Brand Store**

**--Celebrate the Store Opening with 3 Amazing Offers--**

Rockville, MD (January 8, 2016) – Chesapeake Bay Candle, the home fragrance brand synonymous with stylish design and unique, nature-inspired fragrances from Maryland’s idyllic shoreline, announces the opening of its online brand store [chesapeakebaycandle.com](http://chesapeakebaycandle.com) on January 4, 2016.

The online store offer an assortment of the most popular Chesapeake Bay Candle lines including the Heritage Collection and New York Botanical Garden by Chesapeake Bay Candle. Additionally, the store offers an exquisite assortment of Chesapeake Bay Candle branded home fragrance items making it the primary destination for fragrance lovers and candle connoisseurs. The merchandise selection was curated by Mei Xu, co-founder and CEO of Chesapeake Bay Candle.

The Heritage Collection embraces the natural, rustic charm of Maryland’s Eastern Shore and offers fragrances inspired by local fruits and botanicals. The 10 exquisite year-round scents of the Heritage Collection are available in a range of decorative jar candles, votive candle sets, tea lights, ceramic wax warmer/wax melts, double wick and small travel tins. The collection’s spring assortment include scents like Blood Orange, White Gardenia, and Lavender & Fig, which you can enjoy from the comfort of your home. Set in stylish, natural packaging, every item makes a memorable present that will be cherished and enjoyed.

New York Botanical Garden by Chesapeake Bay Candle is a collection of botanical scents inspired by the grounds, architecture, and rare illustrated works of The New York Botanical Garden. Celebrating the exceptional beauty and unique artistry of the Garden’s rare archival holdings, the New York Botanical Garden by Chesapeake Bay Candle collection includes 5 year-round fragrances such as Sweet Azalea, Verbena Basil, Provence Rose, Water Blossom, and Peony Bouquet. In addition, we offer 4 limited edition scents for fall and holiday.

Additional lines available include Chalk Talk, Reveal and Citronella as well Chesapeake Bay Candle’s sister brand Alassis, an exclusive collection of fragrances inspired by the most sophisticated early civilizations, cultures, and gardens.

“The opening of our online brand boutique is the beginning of a new chapter for Chesapeake Bay Candle,” said Mei Xu. “For over 20 years we have provided our home fragrance collections through the most renowned retailers. We are now finally able to offer our products directly to the many friends of our brand who have followed us from the very beginning. My vision for the Chesapeake Bay Candle online brand boutique is to become the shopping destination of choice for all of America’s candle and home fragrance lovers and enthusiasts. The opening of the store is a dream come true.”

To celebrate the grand opening of the new brand boutique, Chesapeake Bay Candle offers 3 amazing specials available through January and February:

1. Enjoy 35% off the New York Botanical Garden by Chesapeake Bay Candle collection with code NYBGSPRING.
2. Sign up for the Chesapeake Bay Candle newsletter and receive a special surprise offer with the welcome email message.
3. Receive free shipping on all orders over $50 with code FREESHIP.

All 3 offers are valid 1/4 – 2/29/2016 at the Chesapeake Bay Candle online store only and cannot be combined with other offers or discounts.

As a special token of appreciation to all customers Chesapeake Bay Candle will also include complimentary samples with every purchase order.

To join the Chesapeake Bay Candle community and to help celebrate the opening of the new online store, Chesapeake Bay Candle invites all candle and fragrance lovers to share their candle décor, entertaining, and gifting photos across social media using hashtags #chesapeakebaycandle and #cbaycandle.

About Chesapeake Bay Candle

Chesapeake Bay Candle is a premium home fragrance brand owned by Pacific Trade International, the integrated global marketer of candles and home fragrance products co-founded by Mei Xu and David Wang. Established in 1994, Chesapeake Bay Candle is synonymous with stylish design and nature-inspired fragrances. Drawing inspiration from Maryland’s idyllic shoreline, Chesapeake Bay Candle has provided scent, style, and ambiance to millions of families around the world for over 20 years. In December 2015 Chesapeake Bay Candle celebrated the opening of its new online brand boutique. Visit us at www.chesapeakebaycandle.com and follow us on social media.

Instagram: @chesapeakebaycandle Facebook: @chesapeakebaycandle Twitter: @cbaycandle  
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