

For Immediate Release

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**COLONIAL CANDLE® TO OPEN FLAGSHIP BOUTIQUE AND
INNOVATIVE CONSUMER RESEARCH LAB IN CHARLESTON, S.C.**

Charleston, S.C. – Colonial Candle, national leader in premium candles and accessories, will open its first retail boutique and Consumer Research Lab in The Shops at Charleston Place this summer. The Flagship Store is the 103-year-old candle company's first and only retail location. Colonial Candle joins such exclusive stores as Gucci, Louis Vuitton, and St. John in Charleston's finest luxury shopping destination. The complete Colonial Candle line and all 70 fragrances will be available in the store.

The Colonial Candle Flagship Store, conceptualized by lifestyle designer Jim Weinberg, is a fresh, futuristic retail space where fragrance takes center stage. Weinberg, renowned for a "whole environment" approach that incorporates branding, lifestyle, product development, and interior design, has been a sought-after creator for more than 35 years. As Executive Vice President of Design, Weinberg brings his innovative spirit to Colonial Candle following collaborations with Starwood Hotels and Resorts, Donald Trump, and a host of celebrity and high-profile clients.

"I wanted Colonial Candle's Flagship Store to resonate with both the company's history and trailblazing new products," says Weinberg. "The theme throughout the store is 'Remembering the Past, Celebrating the Future,' interpreting Colonial Candle's historic roots for the modern consumer seeking personalized luxury."



In the new design, Weinberg says, "Customers share their impressions of new fragrances in the Consumer Research Lab, influencing the direction of current and future products. Guests will also be able to collaborate with on-site event planners to choose fragrance themes and products for weddings and special moments, just as they would select flowers or colors to define a special day." Weinberg further captures the spirit of Colonial Candle in the Flagship's oval-shaped spaces and displays, evocative of the company's signature jars.

To celebrate the historic opening, an exclusive Destinations Charleston collection of five unique fragrances will be available only in the Flagship store; each signed and numbered candle is embellished with a photograph of a Charleston landmark specially commissioned by Weinberg.

Based in Charleston, S.C., Colonial Candle parent company MVP Group International, Inc. designs, manufactures and markets an extensive line of candles and home fragrance products under the Midwest-CBK brand. Colonial Candles are proudly made in the U.S.A. using eco-friendly techniques in a certified green facility. For more information, visit www.ColonialCandle.com or www.Facebook.com/colonialcandle.

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