

ASHLEY & Co

THE NEW OLD

Media Release

April 2006

PERFUME FOR YOUR HOME

Aerosol air fresheners, Incense sticks, candles, plug in atomisers? All of these devices are used on an everyday basis in homes to combat smells and create ambiance within the home.

For New Zealand design Company, Ashley & Co, the undertaking to redefine Home fragrance led to the reinterpretation of European designed fragrance diffusers. Popular in the US, the diffusers use reed sticks as a simple wicking device to release aromas from a bottle of fragrance oils.

Ben & Jackie Ashley, wanted to differentiate their product from similar products overseas and set out to create dynamic packaging and a theme that could transcend in to other Home fragrance products.

Using Jackie's idea of vintage wallpaper, the fragrance name and patterns is used to affirm each of their signature scents. "I love the way that old wallpaper names are so literal in their interpretation of the pattern that they are named after," says Jackie "The graphics help elicit a sense of what each fragrance is like and makes it an emotive as well as a sensory purchase."

Their use of local manufacturing companies, included collaboration with an Auckland perfumery, and an Engineering firm who helped to devise a unique anodised cap, giving a contemporary twist to the old world theme.

Unlike a candle, Home Perfume requires no conscious use, simply place the reed in the perfume and enjoy your scented environment for up to 5 months. The intensity of the scent can be controlled by flipping as many reed as often as required. Each signature scent can also be worn, simply dab on wrists or behind the ears. 300ml bottle, RRP \$65.00

Through creating their own IP with Home Perfume, Ashley & Co have already created an extensive distribution throughout New Zealand. Not just isolated to the gift and Homeware market, their Home Perfume create stylish ambiance in renowned B&B and boutique hotels around the country, day saps, workplaces and restaurants.

For further information, product samples and photography please contact Jackie at *Ashley & Co* on (+64) 9 418 4313, +(64) 21 994 900 or jackie@ashandco.com

For current stockist please visit www.ashandco.com