

PARTYLITE®

Norwell, Mass., July 2017

Michelle Jones is the new Area Managing Director, PartyLite North America.

PartyLite announces that Michelle Jones has assumed the position of the Area Managing Director, PartyLite North America, the leading direct sales company for fragrance candles and Home Décor & accessories. Michelle is a skillful operations and strategic sales executive with over 20 years of experience in Direct Selling. Most recently, Michelle held the role of General Manager and President of Lulu Avenue/Yanbal during a period that realized truly impressive 300% growth!



In her new role, Michelle will work closely with the PartyLite North America field as well as the Marketing, Communication and eCommerce teams to implement PartyLite's strategy to stimulate sales and strengthen the North American market to its true potential by engaging the existing field and attracting a new generation of customers, hosts, consultants and leaders.

When not traveling to build relationships and drive growth among the field, she will work out of her office in Norwell, Mass., and will report directly to Martin Köhler, President PartyLite Worldwide.

"Throughout her career, Michelle has contributed to the success of start-ups and established Fortune 500 companies, and I know she will continue to accomplish amazing things with PartyLite North America", says Martin Köhler, President PartyLite Worldwide, adding "We are very pleased to have Michelle in our team."

About PartyLite:

PartyLite was founded more than 40 years ago as a direct selling company and distributes premium-quality scented candles and home décor products worldwide. With its in-house team of designers PartyLite produces an extensive range of premium candles, flameless products and home accessories, distributing these through its network of 45,000 consultants in 22 countries.

PartyLite is a subsidiary of Luminex Home Décor & Fragrance Company, to which Candle-lite Company also belongs. Candle-lite is a renowned market leader in the candle and perfume market in the USA. Luminex Home Décor & Fragrance Company is jointly owned by the Carlyle Group and Centre Lane Partners. More information at: www.partylite.com

PARTYLITE®

For more details, photos of individual pieces in the collection, or samples for your own photographs please contact

Bryan Mahoney
Communication Manager, North America

t: +1 781 347 9583
e: bmahoney@partylite.com
w: www.partylite.com

PartyLite USA & Canada, 600 Cordwainer Drive
Norwell, MA 02061 / USA