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New from PartyLite: Individualized Fragrances and Career Opportunities: Find your Signature - At home. In Life.

More individual, more exclusive and sophisticated scents and product designs lead to improved career opportunities. The fall season gets underway at PartyLite with the announcement of several new innovations which the company has been preparing its global network of consultants for over the last several months:

Find your Signature - At Home. In Life.

PartyLite has recently undergone a re-organization and with its new positioning, the company has achieved new options, which reflect the trend of individualization, both in terms of new product offerings and career opportunities.

"With our new concept, *Find your Signature - At home, In life*, we offer our customers the possibility to create their own personal scents for their individual homes. Not only have we revised our party concept, making it more exciting, more individual and interactive, but we have also expanded our employment strategy with fantastic career opportunities and jobs options for our consultants as well as for entry-level job seekers," explains Martin Köhler, president of PartyLite Worldwide.

The new interactive party concept will mean that consultants now act more as moderators and less as product advisors or experts. The key players are the guests who are busy creating their personalized scent compositions. The end of every party will see each guest having created their own scent; it is a concept that is completely aligned with the trends of individualization and emotionalization. "We also believe the new concept makes it easier for individuals to become consultants within our organization," stresses Köhler.

Individualized and diverse: Create your scent and your business

The market for fragrant candles, home scents and home décor is a growth market, and a current trend revolves around the notion of individualization. PartyLite has concentrated on ensuring that its diverse offerings reflect these industry developments.

20 PartyLite scents - 190 personalized scent compositions

PartyLite's scent designers have achieved something fantastic. For the launching of the new scent and party concept, they have created 20

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different scents, which can be wonderfully combined from just two scents to create up to 190 individualized scent compositions. The introduction of the signature scents will be accompanied by a new and permanent offerings concept. The launching of this attractive and structured promotion campaign at PartyLite is sure to make the consultant's job a whole lot easier.

Guests become perfumers: Head, heart and basic notes

"At the core of our parties is the passion for high-quality fragrance candles, room scents and the right home décor accessories to match. With *Find Your Signature*, we have achieved something for our guests - just like real perfumers - giving their homes the individual head and heart notes," explained the President PartyLite Worldwide president, who is fully confident the new concept will be well received.

Quality and diversity: Four PartyLite catalogues per year

Following the seasons, PartyLite is planning to release four catalogues annually. Offerings will change four times - according to the season - making for an even greater selection of products and accessories.

New product range is a win for PartyLite consultants

Naturally the 45,000 consultants Worldwide stand to benefit from the new fragrance candles and enhanced range of accessories. "We have now extended the foundation for our consultants, creating an even more successful experience partnering with PartyLite. We firmly believe that the new product range is going to bring huge benefits to our PartyLite consultants, helping them reach further success," stated Köhler.

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About PartyLite:

PartyLite, founded more than 40 years ago, is a global home décor and fragrance direct selling company. As a designer and manufacturer, PartyLite offers an extensive portfolio of premium candles, flameless products, and home décor accessories through its network of 45,000 sales consultants operating in 23 countries.

PartyLite is a subsidiary of Luminex Home Décor & Fragrance Company along with Candle-lite Company, a recognized leader in the candle and home fragrance market. Luminex Home Decor & Fragrance Company is jointly owned by The Carlyle Group and Centre Lane Partners.

For further details or photos of individual pieces from the collection or samples to create your own images, please contact:

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