



**DYLAN'S CANDY BAR<sup>®</sup>**  
**BRAND DECK 2021**



# THE BRAND



DYLAN'S CANDY BAR®

In 2001, Dylan Lauren pioneered the world's largest confectionery emporium and lifestyle brand, Dylan's Candy Bar. Its mission is to merge fashion, art and pop culture with candy to ignite the creative spirit and inner child in everyone that visits. This innovative concept has changed the way the world experiences candy today.

Dylan's Candy Bar houses over 7,000 confections, boasting an unparalleled selection of candies and candy-related gifts from around the world. Dylan's Candy Bar continues to attract people of all ages with its state of the art décor and trend-setting product mix.



# STORE DESIGN

Dylan's Candy Bar stores transport guests to a modern-day candy haven with the splendor of Willy Wonka's Factory, the sweet nostalgia of Candy Land and the magic of Disneyland. Its pop art inspired installations such as the iconic lollipop tree, giant candy cane columns and candy-embedded staircases epitomize retail-tainment. Dylan's aims to create an ultra-sensory experience for all guests through an imaginative décor and product mix, delectable smells and interactive elements like a historical timeline of candy. Dylan's Candy Bar gives its customers not just a sugar high, but also a sweet-lasting euphoria.



## **There are currently 18 Dylan's Candy Bar stores**

(7 company owned/operated; 11 licensed)

### **Owned & Operated Stores:**

- New York - Flagship
- New York - Hudson Yards
- New York - Turnstyle at Columbus Circle
- New York - East Hampton
- Miami - Lincoln Road
- Los Angeles - The Original Farmer's Market
- Hawaii - Kalakaua Avenue, Honolulu

### **Licensed Stores**

- Bahamas - The Albany
- New York - Arlo Hotel

### **Licensed International Stores:**

- Middle East - Kuwait City

### **Licensed Airport Stores**

- New York - JFK T4
- Florida - Tampa International
- Florida - Southwest Florida, Ft Meyers
- Texas - Houston Hobby
- Texas - George Bush Houston
- Michigan - Detroit Metropolitan
- North Carolina - Charlotte Douglas
- Louisiana - Louis Armstrong

### **Coming Soon**

- Florida - Fort Lauderdale



# Honolulu

2424 Kalakaua Avenue,  
Honolulu, Hawaii

- Opened January 2020
- 7,375 sq. ft.
- Café
- Our newest location is located steps away from Honolulu's world renowned Waikiki Beach
- You can find us on Kalakaua Avenue along with world-class shopping, dining, entertainment, activities and resorts
- Waikiki is the most popular tourist destination in Hawaii with over 70,000 tourists visiting daily



# Los Angeles

6333 West Third Street  
Los Angeles, California  
(At the Original Farmers Market  
next to the Grove)

- Opened August 2012
- 2,350 sq. ft.
- Outdoor café
- The Grove is an elegant space that draws people in with high-end shopping and dining as well as dancing fountains and televised concerts
- The Original Farmer's Market, nearly 100 years old, attracts locals and foodies
- 18MM visitors per year to Original Farmer's Market
- 600,000 visitors every year to the store



# Miami

801 Lincoln Road  
Miami Beach,  
Florida

- Opened February 2013
- 3,960 sq. ft.
- Full service bar, indoor/outdoor café and party room
- The store is located in a landmark building once home to the Lincoln Car Dealership
- Lincoln Road is a pedestrian promenade with sidewalk cafés, bars, galleries, and shops
- 13MM visitors per year to Lincoln Road
- 500,000 visitors every year to the store



# East Hampton

52 Main Street  
East Hampton,  
New York

- Opened May 2007
- 2,000 sq. ft.
- Boutique version of a Dylan's Candy Bar (Dylan's *Mini Candy Bar*) and first "Mini" in the chain
- Open seasonally May through October
- East Hampton is a resort town attracting chic and sophisticated Americans as well as international tourists
- East Hampton Main Beach, which is 15 minutes away from the store, is one of "America's Top 10 Beaches"



# New York - Turnstyle (at Columbus Circle)

1000 8th Ave (at the  
Columbus Circle Subway Station)  
New York, New York

- Opened April 2016
- Mini Dylan's Candy Bar
- Part of a two-block-long passageway located under Columbus Circle, from 57th street to 59th street along 8th Avenue
- One of 38 locally, nationally recognized brands represented within the shopping center
- Columbus Circle subway station is a top 10 subway stop
- Access to a five-subway-line direct shopping center
- Over 100,000 visitors per year
- Turnstyle at Columbus Circle is 27,000 total square feet
- MTA turnstile counts are around 22M annually
- Traffic counts in the actual corridor of 65K people



# New York - Hudson Yards

The Shops at Hudson Yards  
20 Hudson Yards, 4th floor  
New York, New York

- Opened March 2019
- Ice cream counter
- Part of the one-million-square-foot indoor retail center, The Shops & Restaurants at Hudson Yards, with unparalleled shopping and dining experiences from leading brands



# New York - Flagship

1011 Third Avenue (at 60th street)  
New York, New York

- Opened October 2001
- 15,000 sq. ft.
- Café and private event space
- First Dylan's Candy Bar location
- Over 600,000 people visit the NYC flagship store each year
- This store has the most visibility in the chain: 75,000 people walk by and 135,000 vehicles pass by daily

# Event Space

Dylan's Candy Bar provides the most inviting party in town for the young and young at heart. Imaginative, multi-sensory and inviting, the gumball tables, peppermint stools and cupcake booths make for a truly unique setting. The interactive space is perfect for any celebration from birthday parties, baby and bridal showers to product launches and corporate events—each overflowing with delicious desserts and endless fun.

Dylan's Candy Bar has all the elements for the perfect event with customizable favors, unique catering services and even candy cocktails. Candy-tized games and activities provided by energetic party staff make every occasion extra sweet!



# PARTY-ON-THE-GO

If you can't make it to Dylan's Candy Bar for your next event, we'll bring Dylan's Candy Bar to you! With our Party-On-The-Go services, our candy experts will deliver an artistic and unique statement piece for your next party. Planning any party is a sweet experience when choosing from over 5,000 different types of candy and an endless variety of favors to serve your guests.



# PRODUCT

Dylan's Candy Bar is a museum of candy where each treat is carefully chosen and curated like art. The whimsical displays highlight candies' vibrant colors, textures, creative packaging and distinctive shapes. With over 7,000 confections, candy-inspired gifts and lifestyle products, Dylan's Candy Bar has the most extensive product mix of any candy store.

Dylan's Candy Bar has private label, every day and seasonal products as well as a Design Shoppe personalization station. Many stores also include vast collections from major American and international candy companies, a large array of nostalgia products from local artisans as well as healthier options for those with dietary restrictions.

Candy-themed lifestyle products include apparel, jewelry, handbags, beauty items, games, books, stationery, technology, toys and plush.

Several Dylan's Candy Bar locations also feature a dessert parlor & ice cream shoppe as well as party rooms.



# COLLABORATIONS & LICENSED PRODUCTS

Dylan's Candy Bar has established brand recognition both in America and abroad, making it a very sought-after company for partnerships, product launches and milestone anniversaries. Many iconic companies have trusted Dylan's Candy Bar to create brilliant edible and non-edible products (co-branded and/or licensed) as well as strategize press and marketing campaigns.

## **TOYS**

*Barbie 50th Anniversary  
(Mattel)*

*Madame Alexander*

*Candy Land 65th Anniversary  
(Hasbro)*

*ALEX Toys*

*Hello Kitty 50th Anniversary  
(Sanrio)*

*Be@rbrick*

*FAO Schwarz*

## **LIFESTYLE**

*Maclaren*

*Romero Britto*

*Wilton*

*International Greetings*

*Land Of Nod*

*Williams Sonoma*

*Aiden & Anais*

## **FILM & TV**

*SpongeBob 20th Anniversary  
(Nickelodeon)*

*Grease 40th Anniversary  
(Paramount)*

*The Mindy Project  
(Hulu)*

*Minions  
(Universal)*

*Mean Girls  
(Paramount)*

*The Smurfs  
(Sony)*

*Glee  
(Fox)*

*Charlie & The Chocolate Factory  
50th Anniversary  
(Roald Dahl)*

*The Wizard of Oz  
75th Anniversary  
(MGM)*

*Annie  
(the Musical)*

*Prince*

*Wonder Woman  
(Warner Bros.)*

*Care Bears  
(American Greetings  
Entertainment)*

*25 Days of Christmas  
(Freeform)*

## **FASHION & BEAUTY**

*Harajuku Lovers  
by Gwen Stefani*

*Juicy Couture*

*Ralph Lauren*

*Fragrances*

*Le Sportsac*

*Claire's Accessories*

*Sephora*

*Havaianas*

*Hanky Panky*

*Terez*



Williams Sonoma®  
+ Dylan's Candy Bar Plate Set



LeSportsac + Dylan's Candy Bar



Barbie® + Dylan's Candy Bar



Wizard of Oz + Dylan's Candy Bar



Hanky Panky® + Dylan's Candy Bar



Maclaren + Dylan's Candy Bar Strollers



Land of Nod®  
+ Dylan's Candy Bar



BE@RBRICK + Dylan's Candy Bar

# PERSONAL SHOPPING & CORPORATE GIFTING

As experts in candy, our carefully curated selection of sweets features not only Dylan's Candy Bar signature items, but also some of the most unique offerings in the industry. Each item is guaranteed to impress even the most sophisticated of palettes. With something for everyone and a sweet in every shade of the rainbow, it's easy to take gifting style to new heights. Celebrate one box and bow at a time with our beautiful favors, gift baskets and towers made by our candy experts, or work with one of our Personal Shoppers for a custom creation! It's our pleasure to help you bring your vision to life.

Our corporate partners love creating gifts too! We're delighted to sweeten up any office space with our assortment of personalized colorful and delicious treats. Complete with a company logo and custom wrapping, these gifts are sure to impress.



# WHOLESALE

Dylan's Candy Bar products are available in leading department stores, trendy luxury boutiques and premiere destination hotels.

Neiman Marcus

  
NORDSTROM

OMNI  HOTELS<sup>®</sup>

Saks  
Fifth  
Avenue

  
HOTELS



  
THE RITZ-CARLTON<sup>®</sup>

 **MGM RESORTS**  
INTERNATIONAL<sup>™</sup>

  
**FOUR SEASONS**  
*Hotels and Resorts*

VON MAUR<sup>®</sup>

  
**LOEWS**  
HOTELS • RESORTS

  
**ST. REGIS**  
*Hotels & Resorts*

# E-COMMERCE & SOCIAL

While being with loved ones inside an actual Dylan's Candy Bar is the ultimate sugar rush, the online experience is just as sweet. After a refresh, [DylansCandyBar.com](https://DylansCandyBar.com) welcomed nearly 1.7 million visitors in 2019. An online hub for gift buyers and candy aficionados alike, our cutting-edge website offers a convenient shopping experience both at home and on go, bringing the best of Dylan's Candy Bar to national and international customers alike. The site also offers unique features such as candy subscriptions and personalized items.

Our social reach includes 194K Instagram followers, 185K Facebook followers, 40K Twitter followers and counting. Dylan's Candy Bar leverages partnerships, giveaways, custom content and more through social media. They are highly active on social, encouraging engagement from their ever-increasing fan base.



# THE CUSTOMER

Dylan's Candy Bar attracts people of all ages and backgrounds from across the globe. While most people assume candy is just for kids, Dylan's Candy Bar appeals to the young and the young-at-heart. The average customer is actually 30 years old, those who appreciate premium brands that cater to a sense of creativity, have a desire for discovery and a craving for experiences. Dylan's Candy Bar melts the hearts of even the most sophisticated, seen-it-all shoppers. This explains the brand's impressive fan base of over 200 celebrities and influencers including Oprah Winfrey, Michelle Obama, Madonna, Taylor Swift, Janet Jackson, David Beckham, Alex Rodriguez, Steven Spielberg and Hugh Jackman



Ricky & Ralph Lauren  
W/ Dylan



Jessica Alba



Jude Law



Zendaya



Jennifer Lopez



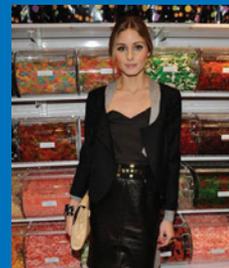
Salma Hayek



Mario Lopez



Julianne Hough



Olivia Palermo



Heidi Klum



Celine Dion



Emmy Rossum



David Beckham



Selena Gomez



Amy Adams



Madonna



Jason Biggs



Janet Jackson W/  
Dylan



Cindy & Kaia  
Crawford



Bethenny Frankel

# DYLAN LAUREN

Dylan Lauren, known to many as the “Candy Queen,” is the founder and CEO of Dylan’s Candy Bar. She is the face of the brand as well as the creative and strategic force behind it. In 2001, she realized her childhood dream of opening the world’s largest candy store that merges fashion, art and pop culture with candy to awaken the creative spirit and inner child in everyone that visits. Since then, Dylan has opened 18 locations and plans to expand her candy empire worldwide.

Dylan has been credited with changing the face of the candy industry and the way people view candy. Her stores are considered by many “the most original candy emporiums on the planet” and “must-see innovative cultural icons in America.”

Dylan is also the author of *Dylan’s Candy Bar: Unwrap Your Sweet Life*. Her book shares Dylan’s “candy-centric” tips for entertaining, decorating and gift-giving for every occasion with her colorfully chic, signature style. Dylan has been featured on over 30 magazine covers as well as appeared on top national shows such as *Oprah*, *the Today Show*, *CBS Sunday Morning* and *Project Runway*.

Upon a lifelong love of animals, Dylan created a foundation, Dylan’s Candy BarN, to help raise awareness and funding for homeless animals.

As the daughter of legendary fashion icons Ralph and Ricky Lauren, Dylan was immersed at an early age in design, art and fashion. After graduating from Duke University with a major in Art History, she traveled in search of the world’s most exciting confections. In addition to taste testing candy, Dylan’s hobbies consist of athletics, dancing, traveling and being with loved ones.

Dylan and her husband, Paul Arrouet, live in New York City. They have boy & girl twins, Cooper Blue and Kingsley Rainbow, sweetly nicknamed “The Twinkies”. They all adore their rescue dog, Jersey.



Dylan's Candy Bar and Dylan Lauren are often featured in the media. From magazine covers to features on reputable programs like Oprah, The Today Show, Good Morning America, CBS Sunday Morning and CNN, the brand has become iconic.

## DYLAN LAUREN FEATURED COVERS:

- |   |  |
|---|--|
| <i>Avenue</i> (2002)                    | <i>Quest</i>                           |
| <i>Avenue</i> (2014)                    | <i>Resident</i> (2008)                 |
| <i>Aventura</i>                         | <i>Resident</i> (2016)                 |
| <i>Beach Modern Luxury</i>              | <i>Retail Confectioner</i>             |
| <i>Boca Raton Observer</i>              | <i>Social Life</i>                     |
| <i>Confection &amp; Snack Retailing</i> | <i>Serendipity</i>                     |
| <i>Confectioner</i>                     | <i>Specialty Food</i>                  |
| <i>Dessert Professional</i>             | <i>Town &amp; Country</i>              |
| <i>Entrepreneur Start Up</i>            | <i>Whirl</i>                           |
| <i>Forbes</i>                           | <i>WAG</i> (Westchester and Greenwich) |
| <i>Glow</i>                             | <i>Westchester Family</i>              |
| <i>Hamptons</i>                         |  |
| <i>Hampton Style</i> (2004)             | <i>New York Times;</i>                 |
| <i>Hampton Style</i> (2007)             | <i>Sunday Styles</i>                   |
| <i>Haute Living Miami</i> (2004)        | <i>Daily News;</i> Eats                |
| <i>Haute Living</i> (2013)              | <i>Miami Herald;</i> Eats              |
| <i>Learning Annex</i>                   |  |
| <i>Lifestyles</i>                       |  |
| <i>Michigan Avenue</i>                  |  |
| <i>New York Lifestyle</i>               |  |
| <i>New York Observer</i>                |  |
| <i>New York Enterprise Review</i>       |  |
| <i>Professional Candy Buyer</i> (2002)  |  |
| <i>Professional Candy Buyer</i> (2009)  |  |

2020 year to date media impressions: 623,292,701



## The New York Times

FASHION & STYLE WHAT'S NEW  
**Dylan Lauren: Giving an Active Life a Splash of Color**

By IMA SHAPIRO JUNE 28, 2023

Dylan Lauren, 39, is the daughter of Ralph Lauren and founder of Dylan's Candy Bar. She lives with her husband, Paul Arrousot, on the Upper East Side.

**Wednesday, June 19**

Headed to Montvale, N.J., to meet a chocolate vendor. I wore an electric blue blouse with chest pockets, blue faded denim, silver earrings and Nike Free blue sneakers, customized with my wedding date and our initials. I brought Ralph Lauren silver sandals to change into. My friends call me Clark Kent: I'm known to change in phone booths.

**Thursday, June 20**

Morning staff meeting: went over strategic plans for upcoming LeSportsac collaboration. I wanted to spread an optimistic message about our future: grabbed my bright yellow jeans. Also a white button down and big gold hoops. My shoes were tan leather wedge sandals by Aerosoles.

For dinner, went to the Arlington Club with some girlfriends. Last time we went out, everyone was in black, and I did wear black Denim & Supply jeans this time, but a pink batwing cashmere sweater on top.

**Friday, June 21**

Dylan Lauren in the red dress: D'V's black turtleneck and an Urban Outfitters



Dylan's Candy Bar is 18 years old

There are 18 Dylan's Candy Bar stores.

Over 2 million people visit the Dylan's Candy Bar flagship store per year. Other Dylan's Candy Bar stores can average 2,000 people per store per day! There are 11 Dylan's Candy Bar airport stores which have visibility to nearly 22 million travelers yearly.

Retail expansion goals include opening more flagships in major cities across America and internationally in Dubai, Japan, London and Canada. The brand is also opening "mini" locations in resort towns.

Dylan's Candy Bar has been voted a Top 10 tourist destination in notable travel magazines such as *Travel & Leisure*.

Dylan's Candy Bar stores have been featured in scripted television shows such as *Gossip Girl*, *Girls* and *The Unbreakable Kimmy Schmidt*; reality shows such as *the Real Housewives*, *Vanderpump Rules*, and *Keeping Up with the Kardashians*; and in movies such as *Arthur 2* and *Hitch*.

Dylan has been featured in 31 magazine covers (national and regional) including *Forbes*, *Town & Country*, and in the *New York Times* Style section.

Dylan has been a guest businesswoman on programs and networks like CNN, Oprah, Good Morning America, the Today Show, Martha Stewart, CBS Sunday Morning and Access Hollywood.

***Fortune Magazine* has suggested "Dylan's Candy Bar could be the next Disney."**

***Oprah* has said, "Dylan's Candy Bar, a must-see cultural icon of America."**

Mattel made a limited edition "Dylan Lauren" Barbie doll and collaborated with Dylan's Candy Bar on Barbie's 50th birthday collection. Madame Alexander followed with two Dylan's Candy Bar dolls.

Dylan is the author of *Dylan's Candy Bar: Unwrap your Sweet Life*, published by Random House.

Dylan starred as a mentor on ABC's *The Toy box* aired in Spring 2017.

Dylan Lauren was the first female and retailer to receive the 2018 ISM Award, and one of the youngest recipients of Fashion Group International's Rising Star Award.

Dylan's Candy BarN, is the company's foundation which helps animals in need find a home-sweet-home. Dylan has been honored by several organizations including the Animal Medical Center with its acclaimed Brooke Astor Award.

# PHILANTHROPY



Dylan's Candy BarN was created by Dylan Lauren, founder & CEO of Dylan's Candy Bar. She was inspired by her lifelong love of animals and avid desire to come to their aid. The foundation's mission is to help every animal find a home-sweet-home by hosting adoption events, highlighting the importance of spay/neuter in preventing overpopulation and euthanasia, sponsoring and granting funds to animal rescue programs, and aiding animal-welfare organizations in ending animal cruelty.

