



DYLAN'S CANDY BAR[®]

BRAND DECK 2022

THE BRAND



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.



LOCATIONS

Stores

- New York - Hudson Yards
- New York - East Hampton
- Los Angeles - The Original Farmer's Market
- Hawaii - Kalakaua Avenue, Honolulu

Shops

- Bahamas - The Albany
- New York - Arlo Hotel

Airport Stores

- Florida - Tampa International
- Florida - Southwest Florida, Ft Meyers
- Florida - Fort Lauderdale
- Texas - Houston Hobby
- Texas - George Bush Houston
- Michigan - Detroit Metropolitan
- North Carolina - Charlotte Douglas
- Louisiana - Louis Armstrong



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



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



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



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"

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 PRODUCT

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



FOUR SEASONS
Hotels and Resorts



HOTELS



NORDSTROM

VON MAUR®



OMNI  HOTELS®



LOEWS
HOTELS • RESORTS



THE RITZ-CARLTON®

Saks
Fifth
Avenue



ST. REGIS
Hotels & Resorts



MGM RESORTS
INTERNATIONAL™

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 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-the-go, bringing the best of Dylan's Candy Bar to national and international customers alike. The site also offers unique features such as customized and personalized items.

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



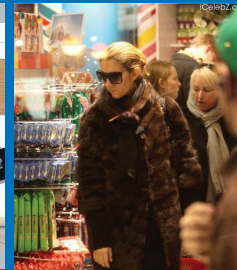
Julianne Hough



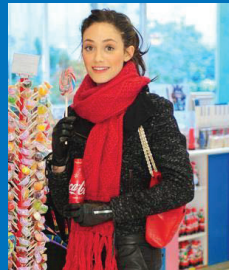
Olivia Palermo



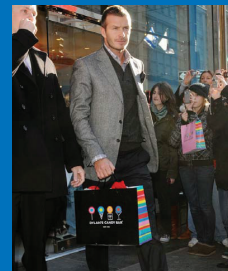
Heidi Klum



Celine Dion



Emmy Rossum



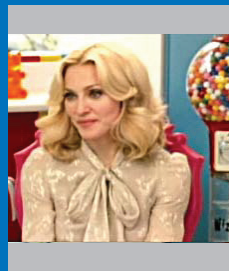
David Beckham



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 14 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 30+ 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 & Snack Retailing</i>	<i>Serendipity</i>
<i>Confectioner</i>	<i>Specialty Food</i>
<i>Dessert Professional</i>	<i>Town & 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)	



The New York Times

FASHION & STYLE WHAT I'WORE

Dylan Lauren: Giving an Active Life a Splash of Color

By BEZ SHAPIRO JUNE 28, 2013

Dylan Lauren, 39, is the daughter of Ralph Lauren and founder of Dylan's Candy Bar. She lives with her husband, Paul Arrouet, 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

Ran six miles in the Aerie. RYX black leotards and an Urban Outfitters



Dylan's Candy Bar turns 21 this year!

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 8 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.



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 spaying/neutering, supporting disaster relief efforts and ending animal cruelty.

