



DYLAN'S CANDY BAR[®]
BRAND DECK 2023

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 who visits. This innovative concept has changed the way the world experiences candy today.

For over 21 years, 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 transports 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 its iconic lollipop tree, giant candy cane columns and candy-embedded surfaces have set the bar for retail-tainment. Dylan's Candy Bar gives its customers not just a sugar high, but also a lasting euphoria through its imaginative and interactive décor, unparalleled selection of candies and candy-related gifts, delectable aromas and upbeat multi-generational candy playlists.



LOCATIONS

- New York - New York City
- New York - East Hampton
- California - Los Angeles

DylansCandyBar.Com

Airport Stores

- Florida - Tampa International
- Florida - Southwest Florida International
- Florida - Fort Lauderdale
- Texas - Houston Hobby
- Texas - George Bush Houston
- Michigan - Detroit Metropolitan
- North Carolina - Charlotte Douglas
- Louisiana - New Orleans International

Department Stores

- Neiman Marcus
- NeimanMarcus.com
- Nordstrom



New York City

The Shops at Hudson Yards
20 Hudson Yards, 4th floor
New York, New York 10001

- Opened March 2019
- Ice Cream Parlor
- Proudly positioned amongst leading retail brands, world-class dining experiences, art galleries and next door to The Edge, one of New York's most exciting new attractions.



Los Angeles

6333 West Third Street
Los Angeles, California 90036

- Opened August 2012
- 2,350 sq. ft.
- Ice Cream Parlor & Dessert Café with outdoor seating
- Sandwiched between 100+-year-old Original Farmer's Market and the innovative & elegant Grove, where over 18M visitors come annually



East Hampton

52 Main Street
East Hampton,
New York 11937

- Opened May 2007
- 2,000 sq. ft. (The first boutique version or “Mini” of the brand)
- Ice Cream Parlor & Dessert Café with outdoor seating
- Open seasonally, May through September
- A destination for East Hampton’s sophisticated locals and international tourists to stock up on sweets and gifts.
- On luxurious Main Street in East Hampton, 15 minutes away from Main Beach - one of “America’s Top 10 Beaches.”

PRODUCT

Dylan's Candy Bar is like a museum of candy where each treat is carefully picked and curated like art. The whimsical displays highlight candies' vibrant colors, textures, creative packaging and distinctive shapes. Dylan's Candy Bar has the most extensive product mix of any candy store, from thousands of bulk candy choices to seasonal and special occasion gifts and lifestyle goods. There's everything from candy-themed apparel, jewelry, and stationery to the largest assortment of Nostalgia classics, imported International favorites, and even some healthier options for those with dietary restrictions. Several Dylan's Candy Bar locations also feature an Ice Cream Parlor & Dessert Café.



COLLABORATIONS & LICENSED PRODUCT

Dylan's Candy Bar has established brand recognition both in America and abroad, making it highly sought-after for collaborative partnerships & product launches. Many iconic companies celebrating milestone anniversaries have entrusted Dylan's Candy Bar to create edible and nonedible co-branded or licensed products, as well as to help strategize the related press and marketing campaigns.

TOYS

Barbie 50th Anniversary (Mattel)

Crayola

Madame Alexander

Candy Land 65th Anniversary (Hasbro)

ALEX Toys

Hello Kitty 50th Anniversary (Sanrio)

Be@rbrick

FAO Schwarz

LIFESTYLE

Maclaren

Romero Britto

Wilton

Lifeguard Press

International Greetings

Land Of Nod

Target

Williams Sonoma

Aiden & Anais

With It Tech

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 (Concert Tour)

Madonna (Hard Candy Tour)

Wonder Woman (Warner Bros.)

Care Bears (American Greetings Entertainment)

25 Days of Christmas (Freeform)

The Bachelor (ABC)

FASHION & BEAUTY

Juicy Couture

Ralph Lauren Fragrances

Le Sportsac

Lulu Di K Tattoos

Jenny Lauren Jewelry

Nathan & Moe Jewelry

Claire's Accessories

Alice & Olivia

Sephora

Harajuku Lovers by Gwen Stefani

Hanky Panky

Havaianas

Living Royal

Terez

FOOD & BEVERAGE

Starbucks

Whole Foods



Williams Sonoma®
+ Dylan's Candy Bar Plate Set



LeSportsac + Dylan's Candy Bar



Barbie® + Dylan's Candy Bar



The 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

Whether you want to indulge your loved ones with their favorites on Valentine's Day or Halloween, or you like to express employee or client appreciation with delicious favors and gift baskets at a corporate event, or you simply want to thank the hosts appropriately with an extraordinary present tower, Dylan's Candy Bar's fun and flavorful offerings are guaranteed to sweeten the lives of every recipient on your list.

We have a wide array of candies in every flavor, theme, and color, whether you choose to customize a gift for others or stock your living room for all of your friends and family to enjoy. Dylan's Candy Bar Personal Shoppers will guide you and make shopping for every special occasion and holiday easy.



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! Our Party-On-The-Go enables you and your guests to experience some of the highlights of Dylan's Candy Bar in your own space. We believe every special occasion merits a sweet celebration, but without the stress that event planning can entail. Dylan's Candy Bar Personal Shoppers will assist you with curating anything from elegant tablescapes to over-the-top candy buffets with a unique array of confectionery favors, centerpieces, goody bags and décor.

Meanwhile, you can remain at ease and young at heart!



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, appreciates premium brands that cater to their sense of creativity and has 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



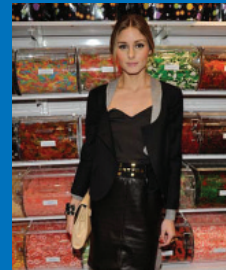
Salma Hayek



Mario Lopez



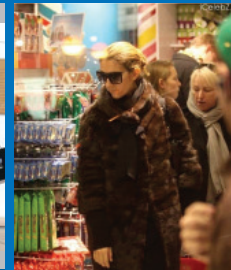
Julianne Hough



Olivia Palermo



Heidi Klum



Celine Dion



Emmy Rossum



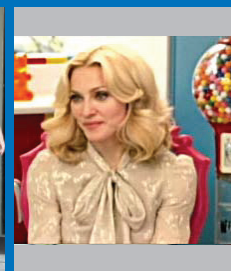
David Beckham



Selena Gomez



Amy Adams



Madonna



Jason Biggs



Janet Jackson W/
Dylan



Cindy Crawford &
Kaia Gerber

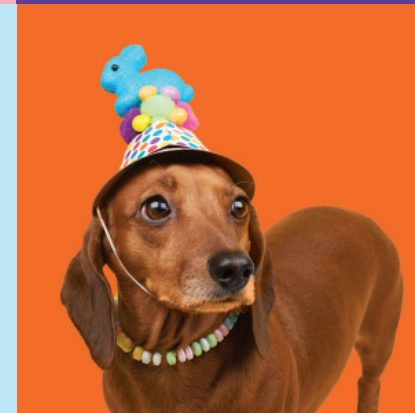
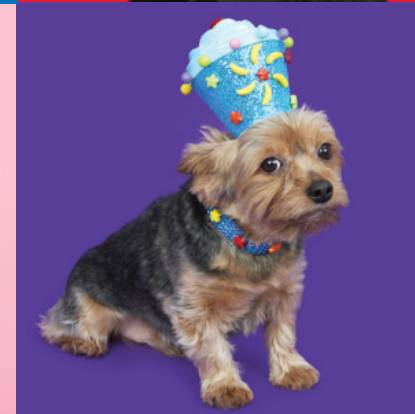


Bethenny Frankel

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



DYLAN'S CANDY BARN partners so far...



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 confectionery emporium that merges fashion, art, and pop culture with candy to ignite the creative spirit and inner child in everyone who visits. Since then, Dylan has opened locations across the country, grown the breadth of private-label products, and plans to continue 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 “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 and has appeared on top national shows such as Oprah, the Today show, CBS Sunday Morning, and Project Runway.

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 and inventing candies, Dylan’s hobbies consist of athletics, dancing, traveling, and being with loved ones.

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

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.



PRESS

Dylan's Candy Bar and Dylan Lauren are often featured in the media. From over 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>New York Times;</i> |
| <i>Hampton Style</i> (2004) | <i>Sunday Styles</i> |
| <i>Hampton Style</i> (2007) | <i>Daily News;</i> Eats |
| <i>Haute Living Miami</i> (2004) | <i>Miami Herald;</i> Eats |
| <i>Haute Living</i> (2013) | |
| <i>James Lane</i> | |
| <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 BEA SHAPIRO | JUNE 26, 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

Was the only one in the office who didn't have a date on the calendar.



Dylan's Candy Bar turns 22 on Oct 13th, 2023.

Retail expansion goals include raising the bar of retail-tainment and surprising fans with even more inventive Dylan's Candy Bar flagships in major cities across America and internationally in London and Japan. The brand is also opening "mini" locations in resort towns and airports.

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 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 on 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, which aired in Spring of 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 Animal Foundation has provided support to over 20 animal rescue and disaster relief organizations, thereby increasing awareness and adoption of animals in need. Dylan has been honored by several organizations, including The Schwarzman Animal Medical Center, with its acclaimed Brooke Astor Award.