



Bath & Body Works Brings Affordable Luxury to Shoppers this Holiday Season

October 24, 2022

Bath & Body Works Brings Affordable Luxury to Shoppers this Holiday Season

Giftable products to fit any budget including more than 20 new-to-the-world fragrances

COLUMBUS, Ohio, Oct. 24, 2022 – Bath & Body Works' Christmas collection is launching in stores nationwide Oct. 24. This year's collection boasts more than 400 limited-edition products to help customers kick off the holiday season and stick to any budget.

The company brings a winning combination of gift-ability and affordability — with products ranging from \$5 to \$60, there's something for every person and at every price point. In addition, with the national rollout of the company's new loyalty app My Bath & Body Works, they ensure that customers have the best deals, current coupons and free product offers at the touch of a finger.

This year, customers can shop dozens of nostalgic and beloved fragrances like Fresh Balsam, Twisted Peppermint, Tis the Season, Winter, Merry Cookie and The Perfect Christmas. Additionally, the company is introducing 20 new-to-the-world, exclusive fragrances, including 'Twas the Night Before Christmas, Merry Maple Bourbon, Snowy Coconut Frost, Glistening Gumdrops and more.

The ability to rollout so many new fragrances is unique to Bath & Body Works and made possible through their domestic manufacturing model with 85 percent of Bath & Body Works products made in North America and 65 percent made in Ohio. This gives the brand incredible flexibility to introduce newness at a pace unmatched by other retailers. This also allows them to order product quickly and reduce inventory pressures faced by other brands.

"We're proud of our vertically integrated, predominantly U.S.-based supply chain that allows us to provide our customers with innovative, new and ever-changing assortments of gift-able products," says Bath & Body Works President Julie Rosen. "Especially during the holiday season, we're best positioned to meet our customer demands and give them exactly what they want."

To make gifting easy and convenient, Bath & Body Works offers more than 50 pre-packaged giftsets for customers to grab, go and give their favorite fragrances. Also, Buy Online Pick Up In Store (BOPIS) is available in most locations nationwide, giving customers an easy, fast and hassle-free way to experience their favorite store.

For ultimate convenience, in most markets across the U.S., Bath & Body Works customers can shop the fragrance retailer via Instacart and have their purchases delivered directly to their homes — or that special someone's home — within a matter of hours.

For more information or to experience Bath & Body Works' Christmas fragrances and gifts, visit your local Bath & Body Works store or go to bathandbodyworks.com.

MAKE JOY HAPPEN GIFT LIST

As part of the hundreds of products launching this holiday season, Bath & Body Works is introducing its **Make Joy Happen Gift List** featuring the retailer's top gift picks of newest and most iconic fragrances.

DREAM BRIGHT

Bold, brilliant and unforgettable, Dream Bright is Bath & Body Works' newest and most luxurious fine fragrance launch that sparkles with facets of bright fruits, night-blooming florals; it also includes notes of sapphire berries, night blooming orchid and crystallized vanilla.

AFTER DARK

The newest addition to Bath & Body Works' Men's Collection, After Dark is a luxurious blend of spiced bergamot, amber and smooth tonka.

FOR SPA DAYS

For the person in need of a little self-care this Christmas, Aromatherapy Stress Relief **Spa Box** is the perfect gift for an at-home spa day, complete with a candle, for under \$60. This holiday hero is infused with natural essential oils, including eucalyptus oil to clear the mind and spearmint oil to soothe and uplift.

FOR THE SEASONAL BAKER

Wintery and sweet, the **Vanilla Bean Noel gift bag set** is a sweet, creamy, fresh-baked holiday treat in a reusable gift bag for under \$40. It's been a beloved Bath & Body Works holiday tradition for more than 20 years.

FOR THE JOLLY ONE

A very merry fragrance, Winter Candy Apple has been a Bath & Body Works fragrance since 1999. The under-\$40 **gift bag set** is filled with self-care essentials that brings the joy of Christmas.

MAKE JOY HAPPEN WITH INNOVATIVE, NEW WAYS TO SELF CARE

The holiday season can be stressful for many, so just in time for the hectic holiday season, Bath & Body Works is introducing new and innovative collections to help customers focus on wellness and practice self-care.

The brand's new **Aroma Collection**, an offshoot of its Aromatherapy line, is a spa-inspired collection filled with pampering products made with essential oils in fragrances inspired by feelings from a self-care spa retreat.

Additionally, with the launch Bath & Body Works' newest wellness brand, **MOXY**, customers can focus on whole-body wellness from the inside out with a new, innovative line of face and hair care products as well as supplements designed to promote various needs from stress and sleep support to

digestive health.

ABOUT BATH & BODY WORKS

We make the world a brighter, happier place through the power of fragrance. Bath & Body Works is a global leader in personal care and home fragrance, including the #1 selling collections for fine fragrance mist, body lotion and body cream, 3-wick candles, home fragrance diffusers and liquid hand soap. Powered by agility and innovation, the company's predominantly U.S.- based supply chain enables the company to deliver quality, on-trend luxuries at affordable prices. Bath & Body Works serves and delights customers however and wherever they want to shop, from welcoming, in-store experiences at more than 1,770 company-operated Bath & Body Works locations in the U.S. and Canada and more than 360 international franchised locations to an online storefront at bathandbodyworks.com.

For more information, please contact:

Bath & Body Works, Inc.:

Media Relations

Emmy Beach

Communications@bbw.com